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# *The REPORTER*

## of Direct Mail Advertising



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*Dictated Notes Concerning Direct Mail Activities  
During the Month of February 1940*

No matter the  
problems—or jobs  
—you can usually



# Make and/or Save Money with Mimeograph duplicators



**SAID THE BOSS TO THE SECRETARY—**

"We've had these problems for years."

**SAID THE SECRETARY TO THE BOSS—**

"Why haven't we used the Mimeograph duplicator before?"

The Mimeograph duplicator is a great problem-answerer. That goes for problems of production, red-tape cutting and problems of telling customers and employees what you want them to know. If you have many problems—or jobs—you merely need more Mimeograph duplicators.

The visibility of fine Mimeograph copies when properly made with Mimeograph brand stencil sheets and inks is equal to the standards set for schools. When you save eyes you save time; and when you save time you save money.

*There are four new streamlined models at four prices, and there is probably a Mimeograph distributor in your city to tell you about them. He is listed in your Classified Telephone Directory.*

# Mimeograph

MIMEOGRAPH is the trade-mark of A. B. Dick Company, Chicago,

registered in the

U. S. Patent Office

## REPORTORIAL:

A few impressions of a "short" February: Florida interlude completed with visit to Tom Dreier's beautiful home outside St. Petersburg. Discovered an idea for making an award. Instead of plaque or a cup . . . Tom showed us his unique presentation for a St. Petersburg official. A glowing *letter* of tribute . . . set in large type . . . printed on fine paper . . . more sheets added and all bound in cover of Florida wood . . . with title lettering of wooden cut-outs. Those attending testimonial dinner signed blank pages. No money could buy such a beautiful tribute. Later on we visited the Earl Gresh "Wood Parade" Museum in St. Pete where the Letter Book had been made. You should see that museum.

•

Road back North twisted sufficiently to bring us through Atlanta . . . mostly for pleasure of seeing "Gone With the Wind" in appropriate setting accompanied by our side kick of D.M.A.A. days, Jess Roberts. Business booming in Atlanta . . . everyone seemed busy . . . and happy. The South is coming . . . and how! And do we like it!

•

Best example of salesmanship during trip . . . on a hillside in Georgia. Signs warned "Best Pecans . . . ten pounds for a dollar . . . stop ( ) yards." We stopped, offered our dollar and asked for Pecans. Friendly Georgian said he couldn't sell Pecans until he *knew what kind we liked*. In a divided box, he had samples which he cracked and offered for tasting . . . explaining each variety. We bought "the sweet, oily, fresh, wholesome paper-shell nuts" at a dollar for five pounds instead of the dollar for ten. If we who write letters would describe our products as convincingly as that Georgian farmer . . . returns would boom. If we could be as sincerely anxious that purchaser be pleased . . . business would have fewer headaches.

•

Short stop with the "old folks" in the hometown, Chambersburg . . . and a vagabond trip was ended . . . too quickly. Back to work with piles of mail to read.

•

In Worcester, Massachusetts on the 14th at the Ad Club. Lots of fun to give Direct Mail formulas—and then show lack of formula elements in local pieces. Landed in Boston,—but only business accomplished was *watching* Leonard Raymond trying to dig a path to the station . . . after the blizzard of the century.

## THE REPORTER OF DIRECT MAIL ADVERTISING

Edited by Henry Hoke, assisted by associate reporters all over the world

WHAT HAPPENED IN FEBRUARY 1940 . . . Vol. 2, No. 11

Man Marketing Clinic	4
How Long Should a Letter Be?	5
Only Once in a Life Time	6
The Fable of the Prince	8
Interesting Question	9
A Very Human Letter	11
A Newsworthy Bulletin	12
He Asks for Criticism	13
Selling the Mail	15
Asking a Mouthful	16
Horrible Example	17
Suggestions . . . and an Offer	18
Bicycle Campaign Built to Sell	20
A Letter about Goldfish!	22
Fun in Business	26
The Value of Formulas	28
Smart Selling	28

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VISIT THE DIRECT MAIL CENTER FOR DIRECT MAIL IDEAS

Another pleasant February interlude. A week-end trip to University of Pennsylvania to get the thrill (with other proud fathers) of seeing the "caduceus" pinned on the eldest son at formal pledging ceremonies.

A week of the Paper Convention at the Waldorf. Usual excitement, hullabaloo, talk, long hours. There should be *more talk about Direct Mail* and the fundamental problems of developing paper sales by showing its use . . . but then I'm prejudiced.

•

Visitors, meetings at the Center, counseling sessions . . . all have contributed to make short February long to be remembered. Oh! yes, a letter asked if we would sell *The Reporter*. Our reply: "We are not making a million but are having a lot of fun doing the work we love best."

•

The Center is now just one year old. Some fifteen thousand (we've lost count) nice people have used its facilities . . . the campaigns, the exhibits, the books, the lounge space, the conversations or the meetings. The visitors help us write "the liveliest, most informative and authentic magazine in advertising history" (why be modest?) by giving us close contact with current facts about Direct Mail.

One more thought from February: Printers' Ink finally released an annual estimate (compiled by Dr. L. D. H. Weld) of total advertising expenditures *including Direct Mail*. (Never included before.)

Trouble is: Dr. Weld used Leonard Raymond's figures for *Direct Mail* (mailed) volume. Even Leonard agrees that figure should be doubled to include Direct Advertising (*not mailed*) such as presentations, salesmen's give-away catalogs, package inserts, store circulars, instruction booklets, etc. Dr. Weld placed Direct Mail at \$300,000,000. Using the Raymond-Hoke formula, the estimates of Advertising Expenditures for 1939 should read:

Direct Advertising	.....	\$554,000,000
Newspapers	.....	\$25,000,000
Radio	.....	170,000,000
Magazines	.....	150,000,000
Outdoor	.....	50,000,000
Business papers	.....	50,000,000
Farm papers	.....	17,000,000
Miscellaneous	.....	*340,000,000

\*Car Cards, Bus, Sky Writing, Novelties, etc.

Even then we may be too conservative, but let's get to work on smaller and more understandable figures . . . like the price of a stamp for instance . . . and how we can make our investment in one-two-or-three cent postage more productive.

H. H.



## Man Marketing Clinic

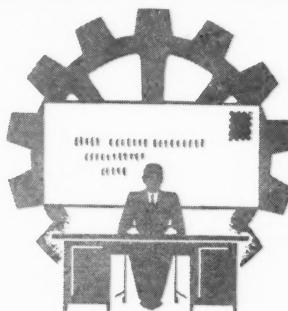
It is a real inspiration to watch and hear Sidney Edlund conduct a session of his famous Man Marketing Clinic. Above picture was snapped on Monday evening, February 26th—and shows only a part of crowd which stormed the Direct Mail Center on the 15th floor of 17 East 42nd Street, New York. Since stories about the Clinic have appeared in American Magazine, Readers Digest, and other periodicals hundreds of better-job seekers have overtaxed our facilities.

Sacher's Restaurant, across the way at 303 Madison Ave., has contributed a private dining room for the first nighters and over-flow crowd. Clinic helpers, such as George Rumage (The Instructor Magazine), Ed Daniels (Criterion Advertising), Sidney Bradley (Union Paper & Bag), A. D. Leveridge (Public Relations), Bruce McLaurie (American Maize Products), Don Curtiss (Outdoor Advertising, Inc.), are seeking additional spots for handling extra hundreds who want advice.

The Man Marketing Clinic is . . . a religion, an unselfish crusade in a selfish world . . . to help people find better jobs. Sid Edlund is shown in picture reading a "case history." The clinic will tear it apart and rebuild it. No salaries, no fees, no charges, no expenses, no "strings."

Those attending must learn a few simple clinic principles—among which are (and note how they follow formulas for good direct mail)—(1) Appeal to the self interest of your prospect (2) Aim for a specific kind of job (3) Dig out your hidden assets and illustrate them (4) Be specific about your past experience (5) Turn your liabilities into assets (6) Don't beg for a job but sell a service (7) To get attention, be different (8) Learn to see yourself objectively (9) Get a lot of exposure (10) Anticipate the interview.

*Your reporter* is grateful for the opportunity of having a minor share in the great work of Sidney Edlund . . . by making the Direct Mail Center available for these helpful and inspiring meetings.



## HOW LONG SHOULD A LETTER BE?

That question is often asked . . . and it is a foolish question. The answer is . . . a letter can be as long as is necessary, providing it is interesting.

Best recent example of a *long-interesting* letter is one mailed by TIME the first of the year. Left side of envelope had red dots sprinkled over it, and a caption—"The Year of the Red Snow." Inside was a four page letter produced on oversize sheets. Letterhead just a simple sketch of a farm-house and barn with red snow falling. The letter started:

The sky was gray and a bitter cold lay upon the land that January morning when the Red Snow began to fall.

They thought it was just snow at first—and then a mother saw that it lay on the white wool cap of her son like a bloody froth, and she screamed.

All over Democracia there were small moments of panic like this, until people realized that, except for its bright vermilion color, it was only snow.

Then they came pouring out of their homes to stand in the open and wonder—and pick up handfuls of it and sift it through their fingers.

The streets of the cities were solid with men and women; and the children, after their first fright, waged snow battles with the cold, red stuff, and ran to the hills to use their Christmas sleds on it.

Farm houses and road-side stands and even the mines and subways emptied themselves as news of the miracle spread through Domocracia.

For a while on that January day every human in the land was out under the sky, marveling while the Red Snow whispered down. Every human but one."

Limitation of space in *The Reporter* prohibits reproducing all of the copy, but it is gripping, dramatic and compelling down to the last period on the fourth page.

We understand that it did a whale of a job for TIME. If you did not get a copy write to Perry Prentice, the circulation manager at 9 Rockefeller Plaza, New York City. Read that letter often, especially when your own letters are inclined to be stodgy and dull. You may not be able to write a thrilling letter like "The Year of the Red Snow" but a reading of it may inspire you to add color to your words.

**DO NOT READ THIS**

until you have finished reading  
all pages in this issue.

VALENTINE FROM TIDE

REPORTER NANCY BURKE of The Seaside Hotel, Atlantic City, New Jersey, sends us the subscription mailing issued by Tide Magazine, New York City . . . to reach prospects on Valentine Day.

Envelope had front-center window in shape of heart with a blue lace decoration around it. Letter inside was folded so that a red heart heading showed through window with printed wording of "A Valentine for" and underneath the typewritten name and address of prospect.

A good mailing and a good letter. But we don't know how it passed the postal authorities. First, because the Post Office requires full name and address of sender on corner of window envelopes (this mailing did not have it) and second, nothing else should show in a window except the name and address, and third, you are not supposed to have printing within  $1\frac{1}{8}$ " from the top of the envelope. The heart in this case came within a quarter of an inch of the top. Oh, well!

## OF ALL THINGS

SOME OF YOU may remember the item which appeared on page 11 of the January Reporter, which told about the four piece puzzle trick issued by George Matthews of Sidney Blumenthal & Co., Inc., 1 Park Avenue, New York City. George called *your reporter* to advise that a printer had written insisting that he (the printer) be paid a royalty because Sidney Blumenthal had used an idea on which patents had been applied for. Our advice was "tell the printer to go jump in a lake."

George reported later that his lawyer had concurred in this decision, but largely due to the fact that a "Pat. Pending" on a direct mail piece does not prevent some one using the idea, and even if a patent is granted later, no royalties have to be paid prior to the date of issuing the patent.

We are glad to have a legal opinion on the subject, but we still maintain that the Patent Office should not grant patents on these non-original direct mail ideas. It seems to us that we heard that the ancient Greek children used to puzzle over the same problem contained in George Matthews' direct mail piece.

Be that true or not, *your reporter* sticks to the premise established in May of 1938 which is—*most direct mail patents are the bunk*. We advise all readers of THE REPORTER to refuse to pay royalties to anyone who claims to have a patent or a patent-applied-for on any direct mail piece. Most of these patent ideas are not original. They are simply adaptations of old ideas. If you get threatened . . . call *The Reporter*.

## BAG OF SAND

CHARLES DANN, JR., Advertising Department, Cities Service, 368 N.E. 58 Terrace, Miami, Florida, sends sample of recent novelty mailing, a small bag of sand with a big tag attached bearing address and a precancelled stamp. On the other side is the following copy.

## FLORIDA SAND FOR YOUR SHOES

Here's a secret that's mighty good news—  
It's in the bag, don't fear.  
When you get Florida sand in your shoes,  
It's bound to bring you here.

Directions: Sprinkle a little in each shoe. Shake well, pour out all you can. The sand which sticks will work the charm for you.

## ONLY ONCE IN A LIFE TIME

*Your reporter* has run the risk of becoming a nuisance by harping on the dangers of poorly conceived "form letters," and of indifferent or discourteous answers to letters. Several cases have been printed in recent issues of *The Reporter*.

And now it is a pleasure to reveal a case history which can only happen once in a life time. A perfect sequel.

First, a poorly conceived form letter—the indignant reply and then the come-back by the perpetrator with a letter that turned all the mess into a big package of good will. *Your reporter* reprints the correspondence, and salutes L. E. Kaffer of The Palmer House, Chicago, Illinois for being a good sport. If these letters will cause others to review the weak spots in their form letter system, the space taken here will be more than justified.

## THE FORM LETTER

Mr. Harry Bannister  
Radio Station WWJ  
Detroit, Michigan

Dear Mr. Bannister:

Upon making the customary room inspection immediately after a guest's departure, our housekeeper advises us that the two brown woolen blankets, replacement value \$8.00 each, were missing from the room you occupied.

May we respectfully ask that when unpacking your luggage, should this article be noted, we will appreciate it if you will return same at once. Guests frequently, we find, in their haste, inadvertently place such items in their effects, and, of course, return them when discovered.

Allow us also to emphasize our appreciation of your patronage and we trust we may have the distinct pleasure of serving you often in the near future.

Yours very truly,

(signed) L. E. KAFFER  
Assistant General Manager  
The Palmer House, Chicago, Illinois

## THE REPLY

Mr. L. E. Kaffer  
Assistant General Manager  
Palmer House  
Chicago, Illinois

Dear Mr. Kaffer:

I am desolated to learn after reading your very tactful letter of ——— that you actually have guests at your hostelry who are so absent-minded as to check out and include such tokens of your esteem as wool blankets (replacement value \$8.00 each) when replacing the other necktie and soiled shirt.

By the same token, I suppose that passengers on some of our leading railroads are apt to carry off a locomotive or a few hundred feet of rails when disembarking from the choo-choo on reaching their destination. Or a visitor to a big city zoo might conceivably take away an elephant or a rhinoceros, concealing same in a sack of peanuts—after removing the nuts (replacement value \$0.05).

In this particular case I may be of slight assistance to you in running down the recalcitrant blankets. As I had a lot of baggage with me, I needed all the drawer space you so thoughtfully provided in each room. The blankets in question occupied the bottom drawer of the dresser, and I wanted to place some white shirts (replacement

value \$3.50 each) in that drawer, so I lifted said blankets and placed them in a chair. Later the maid came in and I handed the blankets (same blankets and same replacement value) to her—telling her in a nice gentlemanly way to get them the hell out of here.

If you'll count all the blankets in your esteemed establishment you will find that all are present or accounted for—unless other absent-minded guests have been accommodated at your emporium meanwhile. That's the best I can do.

Yours very truly, (Signed) HARRY BANNISTER

P.S. Have you counted the elevators lately?

## THE PERFECT ANSWER

Dear Mr. Bannister:

I wish to thank you for one of the most delightful letters it has been my pleasure to read in my entire business career. It would take a radio executive to compose a letter that would cause Damon Runyon, Mark Hellinger and lots of writers radio might hire, to blush with futile envy.

Yes, Mr. Bannister, we do a lot of counting around here; I've counted the elevators, and they are right where they should be and operating—every one of them. What I want to count now is more important to me—I want to continue counting you as a friend of the Palmer House.

You, in your executive capacity must be of necessity supervising countless counts of so-called "listening audiences" and in "program pools" and all the bothersome promotions annoying countless people in the middle of their dinner, or getting them out of bed on cold nights to answer telephone queries. I shall assume, therefore, that you have naturally realized that you were most unfortunately a victim of a machine-like routine that is made necessary by the very vastness of an organization so well operated as the Palmer House.

There are a lot of folk in this merry world that would, as you so naively put it, "carry off locomotives, hundreds of feet of rails, and pack away an elephant or rhinoceros." Just put a few ash trays, towels, blankets, pillows, glass-ware and silverware in your public studios and reception rooms and see what happens.

Twenty-five thousand dollars' worth of silverware (actual auditor's replacement value) is carried away annually by our "absent-minded" guests. A similar total (in replacement value) is cherished annually by sentimental guests who like our linens as a memento of their visit to the Palmer House. They even go religious on us and take along the Gideon Bibles to the numbers of several thousand yearly. Nothing is sacred it would seem. . . .

And so it goes. We are sorry, Mr. Bannister, that you were bothered as a result of a maid's mistake. Her lapse of memory started a giant wheel of routine in motion. I am, in a way, happy the incident happened, because it gave me a chance to read your letter. It was a swell missive.

As the song goes, and WWJ has no doubt played it countless times, "Let's Call the Whole Thing Off." And there's another song you also use—"Can't We Be Friends?"

Very sincerely yours,

(Signed) L. E. KAFFER  
THE PALMER HOUSE, Chicago, Illinois

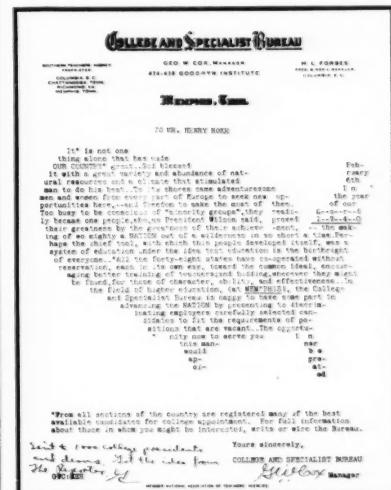
## A HOT NUMBER

GEORGE DUGDALE (Towson, Maryland) who is always on the watch for unusual examples of direct mail, sends us a sample of a penny post card mailed from Auburn, Indiana. It is sort of a double action post card with heading "Correction, please! Keep your mailing list up-to-date". One triangular side of the card announces that a Mr. W. A. "Bill" Cooper isn't with Renown Stove Company of Owosso, Michigan, anymore. The other triangle announces that a Mr. Ed Kokenge and a Mr. Bill Cooper run the Auburn City Hardware Store. So Bill must have moved from Owosso, Michigan, to Auburn, Indiana. The rest of the card is devoted to advertising the Auburn City Hardware Store. George Duggdale got a kick from list of products reading "Plain and Fancy Hardware, Dynamite, Wallpaper, Putty, Stoves, Ice Boxes, Nails, Nuts, Horse Whips, Goose Yokes, Well Wheels." The slogans at the bottom constitute the pay-off. "Why Go Elsewhere and Get Cheated? Give us a try! Don't ask for credit!"

## THE REPORTER

## SHADES OF NANCY

WE REPRODUCE A LETTER sent to us by G. W. Cox, of the College and Specialist Bureau, 434 Goodwyn Institute, Memphis, Tennessee. If you have a magnifying glass, or good eye sight, you will see that Mr. Cox has written a note at the bottom which indicates that he "got idea from *Reporter*."



And we are glad to pass the credit along to Nancy Burke of The Seaside Hotel, Atlantic City, New Jersey, whose unique and spectacularly composed letters have been mentioned many times in *The Reporter*.

Nancy designs all of her letters so that the typographical arrangement is symbolic of the subject. The multigrapher may go "nuts."

## PROMOTING A DIRECT MAIL AFFAIR

LAST DECEMBER, H. J. Ward of the Porte Publishing Company, 952 East 21st South, Salt Lake City, Utah, was chairman of a meeting to promote interest in Direct Mail advertising. If any of the readers of *THE REPORTER* ever have a similar task, they might ask Mr. Ward for a copy of his snappy Direct Mail campaign, which was mailed to 225 people, and which drew an attendance of 174 people at the meeting.

No other publicity was used and this feature of the method of attendance promotion was worked into the program. Four pieces in all. A teaser card to start it off, a program card as a last reminder and two novelty pieces to tell the whole story . . . using die-cuts, good captions and all the other tricks of the trade.

## IT WILL WORK

YOUR JANUARY ISSUE tells of the unsuccessful use of direct mail to secure a job. To prove that direct mail can "go to bat" for the unemployed, I enclose a mailing piece that pulled excellent results.

It was mailed to 88 presidents, got 16 replies, secured 2 interviews, and landed 1 job.

Envelopes were hand addressed to presidents of manufacturing companies selected from a city directory. Production was very economical, the covers being done by offset and the inside sheets by multigraph. The name on the cover was a personalized fill-in.

An air-craft manufacturer offered the applicant a job in a month. A large manufacturer of tubular furniture offered the job of Credit Manager immediately and this position was taken.

ALAN BECK

Central States Life Insurance Co.  
St. Louis, Missouri

*Reporter's Note:* Mailing piece described above was in form of a pocket portfolio, measuring 3½" x 6". When opened up, a small pocket in the center held six pieces of paper with the message multigraphed on one side. Each piece of paper was slightly longer than one preceding it. The headings were multographed in red ink. Due to staggered trim, all headings were visible. Return government post card was enclosed.

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## REPEATING CLINIC

LAST YEAR, THE REPORTER praised the Direct Mail Clinic arranged and conducted by Charles Morris of the J. E. Linde Paper Company, New York City. That Clinic was so successful that it is being repeated in revised and enlarged form this year. The dates: March 5, March 12 and March 19, with a galaxy of experts such as Larry Malone, Christian Steidinger, Rohe Walter, James Brewer, Hunter Sneed, Herbert Kaufman, Arch Fay, Frederick Rudge, Norman S. Githens, etc., handling the various sections of Direct Mail creating and production.

Your reporter is scheduled to talk briefly on Novelties in Direct Mail, and will conduct a Question and Answer Session on March 12.

It is our hope that these inspiring Clinics will grow in scope. There is no reason why similar clinics should not be held in every large city in the country.

## THE FABLE OF THE PRINCE

The story of the young ruler who found himself in a tough hole because he made a lot of promises he couldn't live up to.

\* \* \*

Once upon a time there was an ambitious and Aggressive young Prince who was known as a Go-Getter of no mean Ability. He had a lot of big Ideas, but every time he suggested anything the King had to turn Thumbs Down on it because the Royal Exchequer was so low it made Old Mother Hubbard's cupboard look like the Bank of England. One morning, as he sat gnawing on some Shredded Wheat with his Old Man, the young Prince burst forth with a Scheme. "Pop," he said to the King, "what this country needs is a large slice of Ballyhoo to put it back on the Map. We are running to Seed."

"That crack should go down in history along with 'Dog Bites Man,'" said the King. "That ain't news. Just tell me what we are going to do about it."

"Well, Pop," said the Prince, "suppose we run a World's Fair and invite all the neighboring countries to Participate. We will make a Pile of Jack and we will get on the front page of every Newspaper in the World."

"Of course, little technicalities like Dough don't bother you," the King said, "but would you mind telling me what we are going to do for some?"

"Here!" said the Prince, shoving the morning paper under the Old Man's smeller. "Look at that. 'War Threatened in East.' Remember all those old Rifles we had left over from the last war? There are five million of them and we ought to be able to get enough for the lot to finance the Exposition and buy us each a new Benny into the bargain."

"Them rifles ain't worth the Powder and Shot to blow them to Hell," the King said, "And you know it. I would not sell them to my worst Enemy. It wouldn't be Cricket."

"Don't talk like a Sales Manager," said the Prince. "I wouldn't sell them for anything but Training rifles. You leave that end of it to me. I will get you a good Price for them." And off he went to visit one of the countries that were threatened with War. "We have got 5,000,000 of the finest rifles you ever laid a trigger finger on," he told the Minister of Munitions when he arrived. "First-class, modern equipment. Your men can't miss with these guns, and I am going to let you have them at a close-out Price."

"And how about deliveries?" asked the Minister of Munitions. "We need these guns in a hurry. We got a war on our hands and nothing to fight it with."

"I will have the whole Works in your hands in a week," said the Prince. "You just start your War and leave everything to me. Just make out a check to the Old Man and I will go back and get things Rolling."

So the Minister of Munitions gave him the check and the young Prince returned home to see about deliveries. But when he got back he found it would take weeks to get the rifles packed for Shipment, and that a special Law had to be passed to permit them to be sent out of the Country, so it was Months before the first delivery was made. And when the soldiers finally Got them they got the surprise of their lives at the same Time. Some

of them fell Apart while they were being unpacked, some just went Click! like that, when they tried to fire them, and the rest exploded in their faces when they went off.

But the young Prince paid no attention to these minor difficulties. He went on ahead with plans for the Fair, and when it was ready to open he asked the King to come down and cut the white ribbon across the entrance to the Fair Grounds.

"Well, Pop," he said, as the Band played and the Old Man poised his scissors. "I put it over, didn't I? I sure cleaned out those old Rifles."

"Yes," said the King sadly, "and you cleaned out the Treasury, too. I have more law suits on my hands than the Supreme Court can try in twenty years."

"Why blame me?" asked the Prince. "What did I do?"

"Oh, nothing," said the King. "You just misrepresented the Product and made a lot of Promises you couldn't Keep. But don't let that worry you. You are going to spend the rest of your life in the royal Laundry where your Soft-Soaping will have some tangible results. Now scram out of here before I get real Mad."

\* \* \*

**MORAL:** Mail order copy that exaggerates and misrepresents makes it increasingly expensive to resell and for others to mail profitably.

*Reporter's Note:* Back in 1938 we printed one of the unique Table Letters issued by Lewis Kleid, Mailings Incorporated, 25 West 45th Street, New York City. You have just read the latest one. Hope you liked it as well as did *your reporter*.

•

## INTERESTING QUESTION

Here is part of a letter from a subscriber to *The Reporter*. We are eliminating the name for the obvious reason that we do not want our correspondent pestered by every Tom, Dick and Harry who thinks he knows how to write a mail order campaign.

We are manufacturing canvas cots for the United States Army and it occurs to us that we may be able to sell some of these cots to various individuals or concerns and we are writing to you to ask your opinion as to what would be the best way to approach this problem.

We also manufacture a line of folding chairs and bridge sets which we sell to department stores, premium accounts, etc. We have included this in our line, but, due to the heavy mark up which is necessary, it really puts the price a little bit over the heads of the buyers. This job would have to sell somewhere between \$6.00 and \$7.00 in the stores and we are selling them to the United States Government for \$2.97. Of course, there is no selling expense or commissions involved in this sale and this must be added on to the price. We are enclosing a circular which we made up on it and also an advertisement we made up for one or two of the Sportsmen's Magazines.

Your ideas on this problem will be very greatly appreciated.

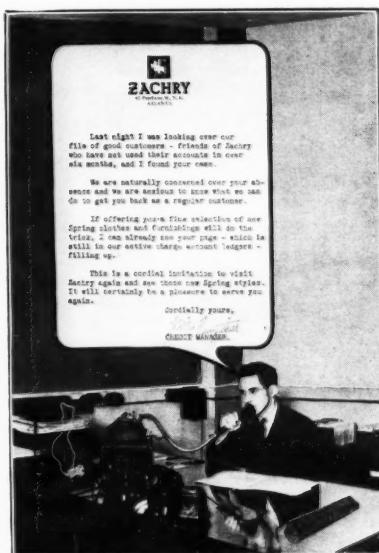
A summarized version of the answer:—

We will not give snap judgment or advice on the marketing of a product by mail order tactics. So much free advice has been handed out about the fortunes which can be made in mail order,—that the country has been

## TWO GOOD IDEAS

WHILE IN ATLANTA RECENTLY, *your reporter* called on the effervescent and sparkling Claude Grizzard (advertising agency) who was formerly President of the M.A.S.A.

In handling direct mail campaigns Claude and his organization, in most cases, design a special letterhead for every letter. That is, the letterhead is dramatized to tie-in with the copy of the letter, or the letterhead itself is part of the letter.



First, a letter used by Zachry—a clothing store—in Atlanta. It is a unique stunt to picture the credit manager, who is a person lots of people avoid. The letter is a cordial bid to old customers to return.

Second, an idea which had *your reporter* "buffaloed" was contained in a letter produced for Southland Motors, Inc., 220 N.E. 13th St., Miami, Florida. Background of letterhead was an overall sky design in blue with a city skyline at the bottom. There is an airplane in the sky at top right. The airplane is just finishing a swoop and coming out of the tail in white hazy letters, stretching over the width of the letterhead, appears an individual name (individualized for all people addressed). *Your reporter* has been interested in individualizing for 22 years, and could not understand how this was done so realistically. The solution was simple. They simply write the individual name in ordinary white chalk on top of the offset blue background. Instead of trying to smear the writing to make it look hazy,—it was discovered that the handling and hammering in the mail of the folded and enclosed letters was just enough to dissipate the chalk and make it look like very hazy smoke-writing.

## THE ORPHAN ANNIE

ELMER LIPSETT (S. D. Warren Company) tells *your reporter* that *Salesmen's Advance Cards* represent the Orphan Annie form of direct advertising. They haven't received enough attention.

He sends us four excellent specimens of *Salesmen's Advance Cards* used by White & Wyckoff Mfg. Co., Holyoke, Massachusetts. One is a conventional but good-looking announcement that the salesman named will call on a certain day. The other three pieces use the novelty or curiosity approach. One with arrows on the cover says that "He's Coming." Inside fold, more arrows "Don't Miss Him!" Opened up the whole way the french-fold folder reveals that the representative named will call on a certain day. Another card is die-cut to resemble a memorandum pad with name of representative at top and date scheduled for call filled in with red crayon. Copy inside gives the details about the line. Another folder uses a traffic stop and go signal on the cover tying in with message that the representative will Stop (the red signal) on a certain date. Inside the caption "To Show You How You Can Go (the green signal) Ahead For The New Year." They are good, and we understand that they are being used successfully. *Your reporter* would like to see samples of salesmen's advance cards used by other organizations.

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## QUESTIONNAIRES

IF YOU WOULD LIKE TO SEE a clever questionnaire . . . typical Buck Weaver style, get hold of the recent two page questionnaire issued by the Frigidaire Division of the General Motors Sales Corporation, Dayton, Ohio . . . if you did not receive a copy in the mail.

It's a questionnaire about refrigerator freezers and it is a model for clarity. It asks a lot of questions about the preferred location, shapes, arrangements and capacity of the ice freezer sections of refrigerators. To eliminate any chance of confusion, each question is illustrated by a pen sketch showing the location or size under discussion.

It's interesting to see that Buck Weaver is using the old familiar slogan which applies to good business and to research. He prints this part of the slogan at the bottom of the first page. "—finding out what people LIKE and doing MORE of it . . . finding out what people DON'T like—doing LESS of it".

swamped with cheap mail order. Thousands of hopeful beginners have gone broke.

In order to get profitable direct sales by mail, it is necessary for you to know the fundamentals and the formulas. You are a successful manufacturer. It will be very easy for you to lose money on a mail order job unless you follow the formulas which have proved successful in other lines of work.

My advice to you is that you hire the best mail order expert you can find. Let him study your situation and your product. If he thinks there is a good chance for profitable selling, turn the job over to him and run a fair test . . . or several tests. If the tests work out satisfactory . . . then you can go into the mail order business in selling your products.

**WARNING:** Please do not ask *The Reporter* to recommend products to be sold by mail order (if I had a sure-fire-killer, I'd probably be in the business myself). Second: Please do not ask *The Reporter* to teach you the mail order business so that you can make a "killing." Nor do we want to write mail order copy.

Few days pass but what some individual visits us here in The Direct Mail Center and wants us to help him "get into the mail order business." They have heard that fabulous fortunes can be made. They have figured the profits on millions of sales. They have pet schemes such as selling salt shakers or pencils, magnifying glasses, framed pictures, medical products . . . and the Lord knows what.

These people do not realize that the mail order business is a dignified, professional, and scientific undertaking. They do not realize that in order to sell a product successfully and profitably by mail . . . that product must be *unique*. It must be *difficult to obtain* (in *that* quality or at *that* price) by any other means. The product must be able to stand a mark-up that will show a profit when you get down to the hard-boiled cold reality of normal expectations of return. If they pass the test that far, then they must know *how to do the job*.

*Your reporter* does not like the claptrap that has been published about the mail order business. He believes that this claptrap has been responsible for starting many people in the mail order business . . . people who should have remained in some other less dangerous business. These mail order monstrosities have cluttered up the Federal Trade Commission Reports with cease and desist cases. These abnormal mail order efforts really hurt legitimate direct mail advertising.

We may step on a few toes in making these statements, but we believe that the truthful, competent, conservative and capable experts such as George Dugdale, Andy Gould, Ralph Thompson, John Sweet, Charlie Mills, Maxwell Droke, etc., will agree with us. We suggest this as a suitable topic for the Direct Selling Departmental at the next Direct Mail Advertising Association Convention "How To Clean Out The Claptrap From The Mail Order Business."

P.S. This tirade against claptrap in direct mail has no bearing or connection with the letter we received from our correspondent . . . used at the beginning of this item. Our thinking just naturally gravitated from one idea to a sequel. Our cot manufacturing correspondent has a legitimate, dependable, worth-while product. We want him to be sure that he is on the right track . . . and then get the kind of advice and assistance that will keep him on that track.

# A VERY HUMAN LETTER

## WE LIKE IT... YOU WILL TOO!

*Your reporter* did not happen to be on the mailing list of M. P. Woodward, of the Deep South Kindling Shop, Fairfield, Alabama, but a number of *Reporter* readers were on the list, and sent copies to us.

The letter was multigraphed on a special letterhead, showing log cabins and pine trees (printed in green ink). Here is the letter:

January 8, 1940

Dear Mister:

Nothing smells so sweet down here in the pine woods as a fire started with pitch pine kindling which we get from stumps left after the forests have been cut over. And I know you would like to start fires in your fireplaces with this sweet-smelling, quick lighting kindling as we do. Three little sticks of this kindling will start a fire without paper, and you will enjoy having this pretty stuff piled up by your fireplace because of the faintly spicy freshness it gives the air in the room.

This particular kind of kindling can be got only from stumps of long leaf yellow pine trees that were from seventy-five to a hundred and fifty years old when they were cut and which had either been injured during growth or tapped for turpentine. It is only in the stumps of these trees that the resin has gathered until the wood is so full of it that the sticks of kindling from these old stumps are amber in color and look waxy. It's the resin in these sticks that makes them light from a match and last long while they burn with a bright, hot flame. And they smell so good while burning that you think you're right out in the pine woods.

I can send you a case of this kindling, enough to start 300 fires, at less than 2 cents per fire. There are about nine sticks tied in a bundle and 100 bundles in the case. I stand the shipping charges. Pitch pine kindling is hard to get, but there is a tract of cut over land down here and it's got enough of the right kind of these stumps left on it for us all to have pitch pine kindling for a while. Once you have it and see how easy it is to built a fire with it and how clean and nice it is to have around, you'll wish I'd told you about it long ago.

My little kindling business isn't so big that I can send you a case on account, but I'll send the case to you C.O.D. or you can send a check with your letter. That's the way most folks do.

Yours truly,

M. P. WOODWARD  
Deep South Kindling Shop  
Fairfield, Alabama

Enclosed with the letter was a circular further describing the "teasing smell of the piney woods." The circular included some excellent testimonials. Enclosed also were an order blank and a return envelope.

Because *your reporter* believes this is a good letter (and because we have so darn much trouble starting our own fire) a check for \$5.00 is being mailed to M. P. Woodward at once.

We will give Mr. Woodward one suggestion which will be worth much more than the \$5.00 for a crate of kindling. Instead of using a plain return envelope . . . why not use a business reply permit envelope. That should increase your returns. It might also be wise to include the price some place in the letter, because the price is a little difficult to find on the order form.

## CULTIVATING ILL-WILL

REPORTER MARCIA WALSH (who has a knack of picking up unusual items about direct mail) sends us a mailing which she considers as a new high in cultivating ill-will.

It was mailed by a beauty shop in New York City. It had many things wrong with it: A cheap white envelope with a one-cent precancelled stamp put on as crooked as a stamp can be put on. Addressed in very bad pen writing which ran uphill. Here is the exact wording on the envelope received by Miss Marcia Walsh: "Walsh, 317 W 45 St. N Y C." Two sheets of glossy paper inside the envelope were folded poorly. Letterhead and letter were printed all at the same time and offered a \$5.00 permanent wave for only \$1.00 as a get-acquainted proposition. The get-acquainted certificate was an example of printing at its worst. Marcia asked "why do people bother to spend their money like this?"

The only reason we know is that some cheap printer or some ham direct mail expert committed murder of the mails. No good looking beauty shop proprietress would ever put her appeal in such an unartistic setting.

## A WITH AND WITHOUT TEST

### BABSON COMPARES LETTERS WITH-OUT CIRCULARS AND CIRCULARS WITHOUT LETTERS

A 5-WAY TEST was conducted December 4th to 50,000 selected names by *Babson's Reports, Inc.*

A one-page letter with a two-color circular, printed both sides, order card and business reply envelope pulled 1.27%. Next came the same 2-color circular but printed on two sheets of paper, one side each, an order card, business reply envelope; it pulled .93%. Third was a one-page letter, order card and business reply envelope with .67%.

The same 2-color circular, printed both sides, but with a coupon attached (instead of separate order card) and government reply envelope, totaled .58%. Same basic circular, two colors, two sides, order card and business return envelope was last with only .52%.

*Conclusion: Neither a good sales letter nor circular alone is enough, but both together are a strong combination.*

*Reporter's Note:* The above item supplied by the courteous and always cooperative James Moseley of Moseley Selective List Service, 230 Congress Street, Boston, Mass.

# A NEWSWORTHY BULLETIN



## BOTHERSOME TAXES

SOME OF THE Mail Order fellows are getting worried. Several have written to *your reporter* asking whether the New York City Sales Tax can be applied to those who ship products into New York City, after those products have been ordered by mail. It seems that the Supreme Court has ruled that the New York City Sales Tax is legitimate and can be applied to all sales consummated in New York City.

We have told the persons who inquired that we are not legal experts. But our advice is to go ahead and sell by Mail Order and not worry about the taxes. We don't see how the City of New York could operate a censorship of the United States mails. In order to collect such a tax, the City would have to inspect every parcel post package received in New York. Jim Farley would not like that.

After all, law is common sense. Common sense usually wins out in the long run. It seems to *this reporter* that some New York City officials are making silly asses of themselves in trying to enforce the present sales tax by arresting commuters who buy cigarettes in Jersey for consumption in New York. A magistrate recently ruled that a commuter could be arrested and fined for buying cartons in New Jersey and transporting them through the city of New York to his home in Westchester.\* That is not common sense. New York City has a legitimate right to place a tax on sales consummated between buyer and seller within the confines of the city, but it should not have a right to establish dictatorship over complex inter-state or inter-city trade. Time will tell. Mail Order people may as well forget all about it.

\*Ruling above just reversed.

Reporter Hunter Snead sends us a sample set of monthly bulletins, written and mailed by William G. Merowit, 505 Delaware Avenue, Buffalo, N. Y. Hunter thinks they are newsy and newsworthy. We agree. Bulletins are planographed on single pages, and down the margins are cartoons illustrating the paragraphs. (Only criticism . . . too many cartoons)

Bill Merowit mails these bulletins every month and usually attaches a reprint of an advertisement on one of the lines that he handles. Hunter Snead comments: "I'll bet my bottom dollar that when he calls—his job is made easier. He doesn't have to do so much talking—that half of his battle is over when he arrives at the man's office or plant. His newsy, informal, personal news bulletins are something for a whole of a lot of manufacturers' agents to shoot at."

The bulletins are called "Push Button Patter—in The Field of Magnetic Motor Control." We better let you see what the Patter consists of—so here is a sample:—

WENT OUT TO THE AIRPORT the other day. One of the big airline flyers told me that flying an airplane is as safe as sleeping in bed. WE ALL KNOW just the same that statistics show, more people DIE IN BED than anywhere else. And speaking of death, wasn't it Ben Franklin who wrote "only two things in this life are certain . . . DEATH AND TAXES." What we taxpayers resent, however, is that they don't come in that order. Another difference between death and taxes is that death is frequently painless. REMEMBER IN THE OLD DAYS how one of the easiest ways to quickly pass out was blow out the gas. The present way is to STEP on it. But then, suicide is unnatural. It is the very last thing a man would do. N'est pas.

## LET US TEACH YOU THE ROPES

A PLANT ENGINEER had specified to his purchasing department that he wanted a driptight magnetic motor starter. After a few days, the P. A. handed him a line of prices which differed widely. One controller man said this was DRIPPROOF. Another called it DRIFTIGHT. Another said WATERTIGHT. Still another was sure it was WATERPROOF. And he also got SPLASHPROOF and WEATHERPROOF. Now, here's a catchy situation that has to do with correct understanding of controller definition, as laid down by NEMA.

How many operating plant men, engineers, contractors, etc., know that when they want an absolutely WATERTIGHT job, they cannot ask for WEATHERPROOF or SPLASHPROOF. And they may not mean SUBMERSIBLE, either. This same thing applies to gasproof and gastight; dustproof and dusttight.

IN THE CASE OF gasproof and gastight, for example, the selection of a suitable type of enclosure depends on whether protection is desired against corrosion or against explosion and fire.

HERE'S WHERE the specialist comes in. When your doctor says IT must come out, you get a specialist. When your books need a going over, you get a CPA. When your motor car engine is loppy, you feel more satisfied with an expert. When the other fellow drives into you, hell bent for election, you look for the best negligence lawyer.

AND SO . . . when you're thinking of magnetic motor controllers, and want to get them better,

..... CONSULT A SPECIALIST .....

W. MEROWIT

P.S. If what you did yesterday still looks big to you, you haven't done much today.

THE REPORTER

## HE ASKS FOR CRITICISM

Since I attended the Direct Mail Convention in Chicago in September 1938, I have enjoyed receiving *The Reporter* and reading your comments on various advertising literature that you receive. I am tempted to ask for comments on mine.

Years back I issued a Catalog. I have replaced the Catalog the last four years with a series of Folders, sent at various intervals between December and May. Our Peak Season of Demand runs from February to about the second week in May.

My usual method is to send a card around the first of December, a Folder in early February and in years that I needed orders, another in March, and then another announcing the Price Reduction for May and June.

I have an Egg Capacity of a little over 100,000 at one setting. This means that during Peak Period, February to April, we dispose of 23 to 25,000 Chicks Weekly, to local territory. The Farmers calling for them at the Hatchery. I ship very little by Mail, having a good list of 12,000 Farmers and Customers within an area of 50 Miles Radius of the Hatchery, and I have been covering this list with results, at frequent intervals, during the last two years. This fact must be born in mind, in consideration of these Mailing pieces.

Explanation of the Mailing Pieces enclosed: 1939 Series #1, my first experiment on a Special Farmers Day. Pancake Day being the feature along with this Special Started Chick Sale, of which only one-third of the Chicks were more than 3 days old. This Proved a Real Success, as from that Mailing I booked orders for nearly 30,000 Chicks. Some old Customers, but many new Customers.

#2—The intention was to again remind this list, featuring the outstanding Quality, and Livability, which I intend to follow through in all mails.

#3—Announcing the reduction in Price for the Summer Season. I believe this one could have been improved quite considerable, only it was made during a busy time and in a rush.

I am also enclosing my first two mailings of this season, having built a new Office and Sales Room, I have featured this with the Started Chicks Sale and second, Pancake Day. This Pancake Day again was a success and during this week we again booked more than 40,000 Chicks, but this time mostly from old Customers and also bearing in mind that the 1940 Season will be an off season.

The second piece I am mailing this week with an idea of showing this whole list everything we have to sell, with no special feature, since we have no Chicks on hand in off season.

During last year we started hatching Turkey Poulets and White Pekin Ducklings, to be sold nearly entirely by mail, receiving inquiries from the ads in the various Farm Periodicals. When we receive an inquiry we enclose a folder and order blank and a personal letter.

Bang away! Let's see what you have to say about all this advertising, as it is my own. Does it look it, or do you think it is a little better than that?

CHARLES H. PRICE, JR.  
Price's Hatchery  
Telford, Pennsylvania

*Reporter's Note:* Dear Mr. Price: I always enjoy getting a clean-cut explanation of how my friends who read *The Reporter* handle their business by mail. You have been very explicit and the only reason I am printing your letter in *The Reporter* is because it may help other readers to be more detailed in analyzing their own problems. There is very little to criticize, because you are doing a good job. My first reaction would be to complain about the quality of your printing. I could be a real fussbudget and say that your self enclosed circulars are being printed on paper that is too thin. Many of them evidently get damaged in the mails. Perhaps you should use

## SHOWMANSHIP

WILLIAM J. CARROLL, President and General Manager of the Rockwood Sprinkler Company, Worcester, Massachusetts recently delivered an address before the Boston Chapter of the National Industrial Advertisers' Association, on the subject, "What Management Expects of Advertising."

One paragraph in Mr. Carroll's talk struck home with *this reporter*. "Advertising men especially recognize the value of showmanship—whether in advertising or personal selling. I think that management proper expects that ideas for showmanship in industrial selling should come from the advertising and advertising department."

We were reminded that it takes some advertising managers a long time to get on the band wagon and keep in step with the trends. Many of the conservatives howled some years ago when the D.M.A.A. promoted its traveling exhibits under the slogan, *Showmanship for Selling*. Some of the conservatives claimed that the sideshows and the tents and the other *symbolical dramatizations* of showmanship would cheapen and hurt the direct mail industry. They did not realize that behind the *symbolical showmanship* were serious examples of how alert advertising men were capitalizing on the fundamental principles of showmanship to gain favorable attention to their product. And now it is sort of comfortable to sit back and watch how many have gathered on the band wagon. Even the conservatives are beginning to realize that showmanship does not necessarily mean the hammering of cymbals and the blare of trumpets. It doesn't necessarily mean gaudy colors and flamboyant typography. It does mean putting on a *good show* for a product by appropriate advertising.

## A RED QUILL

WE LIKE THE LITTLE FOLDER sent to us by Clifford-Glenn Company, Law Building, Paterson, New Jersey—a folder which they syndicate for use by drug stores.

Reproduced on the cover is an imitation prescription form, bearing a handwritten style of message reading "When next you write, Doctor." Inserted through a die cut slot is a red quill pen, which is very handsome looking on its black background.

Short copy inside emphasizes the importance of dealing with a druggist who can accurately, carefully and skillfully fill prescriptions.

## UNUSUAL APPROACH

SCOTT LEONARD, sales promotion manager of the Telautograph Corporation, 16 West 61st Street, New York City, brought *your reporter* an interesting case history. He had been mailing a series of circulars with unsatisfactory results. He decided that something radical had to be done to call attention to the folders. He prepared a typewritten memorandum from the President of his Company, addressed to himself. It was processed on a thin sheet of onion skin paper, with typical inter-department memo at top. It was processed expertly to look exactly like a carbon copy. The President congratulated him on the statistics and facts brought out in the folders and asked him to check personally with some of those who had received the folders, to find out whether they were doing a job.

Two of the paragraphs were marked with a bracket in green ink, and in the right hand margin opposite these bracketed paragraphs, appeared a handwritten memo in green ink. At the bottom of the memo, Scott Leonard also wrote a handwritten memo, printed in purple ink, and above that, he individualized with pen and ink, the name of the prospect. He attached this inter-department memo to a questionnaire multigraphed on blue paper.

His results were amazing. In fact, many of the people who received the memo called him personally on the phone and asked him to send extra copies of the previous folders since they had mislaid or not seen theirs. We have heard of carbon copy letters before, but this is the best adaptation and the best technical handling we have ever seen.

It has also been a good experience for Scott Leonard, because the facts uncovered in the replies have convinced him that he will have to change the technique used in his standard campaign.

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## NO LIKE THIS

WE RECEIVED a large size yellow envelope measuring 12 x 4 $\frac{1}{4}$  bearing no wording except the familiar lettering "Western Union Telegram". It was mailed from Chicago for 1 $\frac{1}{2}$ c. It was obviously not a telegram. Inside was a giant reproduction of what purported to be a telegram to ticket agents from a group of railroads offering special tours to Yellowstone Park. It was obviously designed to deceive. Why should one group of public utility men play counterfeit with the format of another public utility?

a better grade of paper, so that more of your pieces will arrive in good condition. But, we have learned from experience that some times these little fussy incidentals are inconsequential.

You have a homey, home-grown variety of circular that seems to pull in your particular business. So, I won't criticize.

I will make a guess that the reason your first 1940 mailings did not pull more new customers is due to the fact that you featured *your new office and salesroom*. That fact did not mean a thing to people who have never done business with you before. It may have had minor significance to your old customers. All of your other circulars have a real sizzle, such as "50,000 Price's Chicks Raised by 131 Customers Show a Loss of Only 1.7 Chicks for Each 100 Bought" or "I Never Had Better Chicks says Mr. Boehm and He Raises 40,000 Fryers Annually."

Those sizzles give information that your customers or prospects can understand. A new office, a new salesroom and new parking space won't add any profitable coin to the pockets of your customers.

And, incidentally, congratulations on the letter you use to answer inquiries. It could stand a little brushing up in grammar and punctuation, but we print it here just to show that there is a fellow in Telford, Pennsylvania in the baby chick business who gives a lot more information in his answering-inquiry letter than many of the nationally known manufacturers who are spending millions of dollars on national advertising.

Good Morning—

I received your card this morning, and am enclosing my Folder describing my stock and the Nice Healthy Turkey Poult you will receive when you order Price's Poult.

You know, that the job you have, in producing a Top Grade Turkey, starts ahead of the Point where you get the Poult.

The Type of Body, Broadness of Breast, and Amount of Meat on it, how they Feather, how fast they Pick-up Weight, Length of Legs, and a number of other Characteristics that the Trained Eye of a Good Breeder can see, must all be in those Poult you want, or you are going to miss out on some of the Profit.

Day-old Price, in itself, is not always too good a guide, Good Breeding Stock is the important factor. Be sure that the Stock from which you want the Poult have these Characteristics:

Good Livability  
Broad Breasts  
Fast Growth  
A Blocky "Baby Beef Type"  
Heavy Body Weight for Breed

Poult with these Characteristics are the Money Makers. Yes—and these are the Characteristics you'll find in my Poult, along with a Reasonable Price.

Don't Gamble on a half year's work, order your Poult from me and be sure of Good Results and a Good Share of Profit.

You can save some extra money by sending me your order soon, as described on the Folder.

Send your order soon, I'll be watching the mail for it.

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## THE MARVEL OF COLOR

THAT IS A TRICKY BLOTTER issued by the Eagle Printing Ink Company of New York, Chicago, Philadelphia, Cincinnati, Baltimore, Jersey City and Cambridge. It's a pull-out affair entitled "Summer Or Winter". As the blotter reaches you, there is a summer scene of a red-roofed cottage with green grass, green trees, etc. Pull out the slide and the picture slips under a red cellophane cover which changes the scene to winter. Instead of a red roof there is snow on the roof. Instead of green grass . . . there is snow. Puts across the idea of color and we hope it got results.

## SELLING THE MAIL

William H. Woodard is the Postmaster at North Chicago, Illinois. Tom Beesley of the National Council of Business Mail Users told us about the letters which Mr. Woodard has been sending to the patrons of his post office for a number of years.

We wrote to Postmaster Woodard and he sent us copy of some fifty or more letters. He tells us that he has always liked to write letters, which he thought might be helpful to the postal service. He thinks the executives of local industries read his letters as business men are beginning to ask questions about the mail service. After his "accounts receivable" letter, one company asked him to write a collection series for them. We asked Mr. Woodard to write us an article for *The Reporter*, but he says he is just "a struggling, small town Postmaster, trying to make all ends meet—in the most interesting job I've ever had."

*Your reporter* salutes Postmaster Woodard and all the others like him who are helping to make the Post Office one of the best run and most humanized businesses in the whole world. For the records, we give you one of the homely, conversational and honestly informative promotions of the North Chicago Post Office. May other Postmasters follow the fine example.

### HE CHECKED HIS ACCOUNTS RECEIVABLE LEDGER

You've undoubtedly had the same experience as a friend who, when checking his Accounts Receivable ledger, found some prompt paying accounts that had been inactive for a period of over a year—some for a much longer period.

Up went the old flag—distress signal. What had happened to these accounts? Something go "haywire"? Was it the merchandise, itself? Service on shipping? Did we play our collection cards more closely to our abdomen than was necessary? What the—

So he "stewed up" a letter . . . a sales letter, mind you (this credit man) and he fired it to every one of those accounts.

Believe it or not (apologies to Ripley) he received replies from 63% of those to whom the letter had been directed—(remember, the credit man did this—and he enclosed a Business Reply Card in each).

The beauty of the idea was, that he (the same credit man) actually received reorders for merchandise which these old friends had previously purchased—more than enough to "pay the freight" on the sales promotion campaign.

Of course, progressive, "sales minded" collection and accounting departments—in cooperation—usually peg up such accounts as a routine business.

If your departments are now doing this, you probably have found that this is a profitable source for sales development.

Having enjoyed the thrill of seeing such accounts as these begin to breathe again—resuscitated, as it were—well sir! one gets a kick out of life and business, doesn't one?

So, this friend suggests the use of FIRST CLASS MAIL for handling such cases as these . . . where it is possible to mention dates . . . where it will be possible to mention names and products, as well as comment on any new products and improvements.

There's gold in them thar accounts receivables, I bet you.

Sincerely,

WILLIAM H. WOODARD,  
Postmaster

### 93% IN AUSTRALIA

ATTACHED LETTER GAVE US 93% RESPONSE.

This letter was issued to a group of newspaper editors to whom we had written repeatedly without getting any decision from them on an offer we made, or even an acknowledgment.

The letters were of course typed, not multigraphed.

Often receive useful hints from letters reproduced in *The Reporter*. This one in turn may give some other readers an idea which will help them.

The letter is still being used and is still proving highly successful.

George FitzPatrick Pty. Limited  
Scottish House  
Bridge Street  
Sydney, Australia

Here is the letter:

Dear Mr. Smith:

Did you ever have this done to you? Speak to a chap in the street, and he walked on, and not only didn't reply to your salutation, but just ignored you?

Did you ever call at a friend's office on three separate occasions and ask to speak to him, and be told he was out, knowing all the time that he was in.

If I came up to the Express office and said to the copy boy, my name is Jones, can I see Mr. Smith please? You'd see me wouldn't you?

Now I can't go to Houston, it is not physically possible. But I have tried to talk to you in type as well as I know how.

If you will allow me, I would like to give you copy, similar to the material I sent you, which other Editors have found to have strong reading interest.

Will you let me send you this service and try it for a month please Sir?

Cordially,  
L. J. Smith  
Director of Publicity

*Reporter's Note:* Always glad to hear from George FitzPatrick who visited The Direct Mail Center in May 1939. He is a gentleman . . . a scholar and a fine fellow with more titles than any man I've ever met, including the Commission of Public Relations Consultant for the Government of Tasmania.

### COPY WRITERS . . . DON'T MISS THIS

IF YOU CAN WRITE a friendly begging letter . . . drop a note to Mr. L. M. Beals, Sears, Roebuck and Co., Chicago, Illinois. Ask him to send you (even if you have to offer to pay for it) a copy of Sears Portfolio of Wallpaper for 1940.

It is something brand new in catalogs. It represents a "first" for the industry and is receiving wide and favorable comments. Even Jim Mangan, the perpetual and persistent critic of advertising and design, calls it "the finest thing of its kind I have ever seen".

It is hard to describe. Closed, the catalog measures 7 1/4 x 9 and is about 3/4 of an inch thick. It opens into three sections . . . and instead of having big unwieldy pieces of wallpaper samples to select from . . . you have neat stitched swatches of wallpaper in three groups (the three groups being separated in the three divisions of the catalog when opened). There is an "Economy Group", a "Budget Group" and a "Decorator Group". The cover and title pages for each group are designed in the best of modern art . . . with interior scenes. Every copy writer should see this unique catalog because:—on the back of every sample swatch, is a story concerning that particular wallpaper. Every heading is different, every piece of copy is different. The planners of this catalog have gone so far as to set the headings and the text matter for each description in different styles of type and in different typographic arrangements. *Your reporter* has read most of the copy . . . and he marveled that any copy writer could find so many different things to say about samples of wall paper. The copy is, as is usual with Sears, clear, concise, descriptive, alluring and designed to create desire.

Get a copy from Mr. Beals if you possibly can. You may become so interested you'll repay him by ordering some wall paper.

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### MORE BUSINESS

IF YOU ARE A HOUSE ORGAN EDITOR, or if you are thinking of starting a house magazine . . . by all means read the new 80 page book issued by the S. D. Warren Company of Boston, Massachusetts.

The title is "More Business through House Organs" and it is the most complete exposition of the scope and value of the house magazine that has been issued in many a year. S. D. Warren Company should be complimented for a real contribution to the industry.

## A S K I N G A M O U T H F U L

Somebody in the office of one of the largest advertising agencies in the world recently wrote to the editor of *The Reporter*, saying that they were planning to hold some discussion group meetings in the agency on the subject of direct mail advertising, and that there were "a few questions" which they would like to have answered, as a guide for the discussion.

Here are the questions:

What factors determine whether a product is best suited for direct-mail selling (instead of retail selling, canvassing, etc.)?

Are there any factors which automatically eliminate a product from a chance for success in direct-mail selling?

What types of products have been most successful in direct mail?

Is there a general price range within which products are most successfully sold by direct mail?

Approximately what percentage of selling price should be allocated to selling cost?

What steps should be taken before actually making up and sending out a mailing?

What is the position of direct mail selling in the marketing structure as a whole (its functions, advantages, disadvantages, importance, etc.)?

*Your reporter* did not even attempt to answer the letter but called on the phone and suggested that the whole group come down to the Direct Mail School. A mercenary response perhaps, but can you imagine answering such questions in a letter?

For instance—What steps should be taken before actually making up and sending out a mailing? I should say that the writer of that question would have to go a long ways back . . . maybe twenty years, and start getting a little experience in actual selling.

Direct mail is a complex subject but it isn't very complex. Very few people appreciate the full power—the dramatic possibilities of direct mail. Very few people know how to use it effectively and simply as an every day selling tool. Direct mail need not be a complicated, long drawn out campaign. It can be used for quick flashes . . . for emergencies . . . for opportunities. A quickly conceived and executed bulletin to your sales force, or your dealers, may change the selling course of your business. A few letters directed to friends or customers may uncover facts you need, but have overlooked, for future campaigns. I know of an occasion when seventy personally written thirteen page letters (followed by telegrams) raised twenty one thousand dollars for a new untried service within a week. Direct mail isn't really complicated. There are many ramifications but after all, it is just plain, ordinary common sense. There are formulas, charts, tables, formats and rules which you must know. After you know the facts . . . then simplify your procedure so that you can operate calmly and without confusion—as a specialist would.

•

### NOTE TO NEW YORKERS

By popular demand . . . The Direct Mail School will be repeated from April 18 to May 28th. Same twelve instructors. Tuesday & Thursday evenings from 7:15 to 9:30. Limited quota. Call Reporter office for reservation.

## HORRIBLE EXAMPLE

As you are interested in horrible examples, I attach the enclosed letter.

Why not talk about all the information I receive from the magazine on hunting and fishing and the enjoyment I must have derived from it instead of leading off with "a lot of unnecessary trouble and expense."

Their second letter, which I mislaid, was a decided improvement.

CHARLES D. GREENFIELD, Western Life Insurance Company, Helena, Montana.

### The example:

Dear Mr. Greenfield:

We believe you have for us the same feeling of friendship and good will that we have for you, and that you would not knowingly cause us a lot of unnecessary trouble and expense.

We therefore appeal to you, as a friend and fellow sportsman, to send us the renewal of your subscription for FIELD & STREAM now instead of putting it off. Your subscription ends with the next issue. By renewing it now, you will save us the labor and expense of a number of clerical and bookkeeping operations which take time and cost money; and later on the same labor and expense, to reenter your subscription, when you do renew.

We shall greatly appreciate your courtesy and thoughtfulness if you will save us this double dose of work and expense and you will continue to receive each month without interruption or delay a magazine that a quarter million sportsmen consider the very finest of its kind—absolutely "the tops."

Just fill in the order form below and mail it with your check or money order in the enclosed return envelope that needs no stamp. Thank you.

With our best wishes that the months ahead will provide you with the best days in the open that you have ever had, we are

P. C. CODY, Field & Stream, New York City.

*Reporter's Note:* We can, naturally, sympathize with all those who must write letters to obtain renewal subscriptions. We print this "horrible example" solely for the reason that we want to be helpful. Most of the poor examples that we see have too many repetitions of the words "we" and "us."

You can read between the lines and see that the letter writer is more concerned about *his problems* than he is about the problems of those who receive the letter.

### A POSITIVE LOW IN COMMERCIALIZED SENTIMENT

FOLLOWING THE MEETING of the Worcester Advertising Club on February 14th, Logan Dickie (who came down from Boston to attend) and *your reporter* visited the Western Union Office in the Kimball Lobby to send Valentine Greetings to respective families. We became absorbed in reading the stock Valentine greetings which were offered at the bargain price of 25c to any part of the United States. Even though the two prospective senders are sentimental at heart, we just couldn't stomach any one of the 28 stock compositions offered by Western Union. Just listen to the following:

No. 236. "What are miles to love's communion when Cupid's arrows go Western Union. Be my Valentine".

No. 240. "Roses are red . . . Violets are blue . . . Sugar you're sweet . . . Via WU WU WU".

No. 241. "Be my Valentine, be my honey. We'll live on love and Daddy's money".

No. 219. "Please save my heart from being wrecked. Send Cupid's answer to me collect".

Concerning the last masterpiece, we were told that some gal who received that one from her boy friend was so annoyed that she sent him a telegram collect which cost \$9.40.

Oh, well, maybe Logan and I are getting old. We sent common ordinary telegrams at the ordinary rate.

Checking up later we discovered that Postal had a lulu. No. 400. "You're dearest to me of all your sex. All I can say is x x x".

Commercialized sappiness is ruining most of our holidays.

**PIONEER-MOSS**  
PHOTO-ENGRAVERS SINCE 1872  
460 WEST 34TH STREET • NEW YORK MEDALLION  
3-0440-1-2-3



### UNEXPECTED RETURNS

J. S. ROBERTS, Advertising Manager of Retail Credit Company, Inc., Atlanta, Georgia, wrote the following report several days before *your reporter* unexpectedly visited him on the way back from Florida. Jess is always unearthing some unusual plan concerning direct mail, so we'll give you his remarks on unexpected returns.

You may be interested in the attached piece of direct mail, which has stimulated some very interesting and favorable comments in our market. This letter and booklet were distributed on January 8 and January 19 to the executives in practically all of our accounts. The letter was, of course, filled in with a salutation and address that carefully match the multigraphing.

Every year early in January we distribute a piece of advertising that is, to some extent, report to the users of our service of our growth and development during the preceding year. It is not the type of mailing to which we anticipate a response and yet this year we got an acknowledgment of the letter and booklet from a small percentage of those receiving it. Many of the letters saw fit to comment on the booklet. I mention this only because it shows that if good quality direct mail literature is distributed, it can generate a response, even when unexpected.

*Reporter's Note:* The letter in question was simply a three paragraph greeting from the President of the Retail Credit Company to their customers.

The booklet is an attractive, conservative 8 pager with cover, 8½ x 11 in size. The real beauty of it is that it gives in A B C fashion a visual and word picture of the company . . . its personnel, its methods and its value to the people who use its services. Jess may as well expect unexpected returns when he produces direct mail like that.

## SUGGESTIONS . . . and an Offer

For the good of the Direct Mail Industry, would it not be a fine plan for all members of the D. M. A. A., as well as others interested in better Direct Mail Advertising, to adopt a policy of recognizing a good piece of direct mail advertising that comes across your desk? Wouldn't the industry be helped materially if advertising managers had complimentary letters to pass on to their officials? It seems to me that this might pave the way for less "paring" of budgets.

Here's another suggestion: For the good of the Mail Order Industry, would it not be a fine plan for those companies that depend entirely on the mails for the development of their business to enclose with their mailings, regularly, a small pamphlet devoted to the advantages of buying by mail? Certainly we would be interested in doing this, although we are dealing with a class of people (the Southern farm owner) that are pretty well sold on buying by mail.

If you think well of this idea, why not ask the readers of *"The Reporter"* to compile and send to you a list of advantages in mail order buying. When all are in, you can publish them. Perhaps, you could offer \$10.00 to the person writing the best piece of copy, incorporating these advantages.

R. A. CHILDERS  
*General Manager of Sales*  
Southern States Iron Roofing Company  
Savannah, Georgia

P.S. Incidentally, here is a direct mail piece that came to our desk this morning, which has more human interest in it than any advertising that we have seen.

*Reporter's Note:* Mr. Childers adds a pen note that he will be glad to "put up the \$10.00." Perhaps the whole idea *could* be presented in a new light. Are there any further suggestions from the readers of *The Reporter*?

We agree with Mr. Childers that it would be a good idea for advertising men to take time out once-in-a-while to write complimentary letters to the men who have produced an exceptionally fine job.

The Direct Mail piece Mr. Childers mentions in his P.S. was a broadside sent out by Mutual Broadcasting System, cooperating with Wheeling Steel, publicizing and dramatizing the Wheeling Steel Employee Family Broadcast every Sunday at 5 P.M. It deserves praise.

•  
Shapely Showgirl: "I want you to vaccinate me where it won't show."  
Doctor: "Okay! My fee is ten dollars in advance."  
Showgirl: "Why in advance?"  
Doctor: "Because I often weaken in such cases and don't charge anything!"  
—from "In Transit" published by the Atlanta Envelope Company, Atlanta, Ga.

## Mail Clerks Don't Wear Kid Gloves!



With the millions of pieces of mail that are handled each day, it's no wonder that many catalogues suffer from

**"BANG-ITIS"**  
(pronounced Bang-Eye-Tis)

which is caused from the jostling and banging around that all mail must endure. It takes a tough envelope to "go through the mill" these days and still look presentable. For toughness combined with exceptional light weight that saves hundreds of dollars for mailers each year in postage, use

**CURTIS FIBRE CATALOG ENVELOPES**

CURTIS 1000 INC., HARTFORD, CONN.

• ST. PAUL, MINN. •

• CLEVELAND, OHIO

## MORE INQUIRIES -- MORE SALES WITH ILLUSTRATED LETTERS

Many advertisers consider the Illustrated Letter their most profitable direct mail producer. It combines the attention value of a typewritten or processed letter, with the substantiating evidence of illustrations, testimonial letters or other printed facts on the inside spread. Here are a few typical examples:



Ediphone has been a long consistent user of Illustrated Letters. Here the front page letter is backed up by an attention-compelling illustration, strong copy and a handy coupon.

In this place The Detroit Edison Company sells electric grill counter equipment with a letter *plus* attractive and convincing evidence on the inside spread.

What better way to uncover prospects for a fine home than letters accompanied by pictures and printed information? For Alfred Warren & Company, Chicago realtors, this piece also discovered prospects for other real estate sales.

The Heinn Company is one of many manufacturers who "merchandise" their national advertising with Illustrated Letters. This type of piece is mailed to customers and prospects—also used for daily correspondence.

These Illustrated Letters are printed on Direct Sales Bond, a unique paper made expressly for this purpose. The front (letterhead side) is white bond which gives the letter the appearance and feel of regular correspondence. The inside spread is smoothly coated enamel for fine-screen halftones and either letterpress or offset printing.

### WHEN TO USE ILLUSTRATED LETTERS

**INTRODUCING NEW PRODUCTS.** Manufacturers especially have found it a good medium for "spotlighting" important new items.

**Retail Announcements.** New seasonal merchandise or special sales. An increasing number of merchants hold "Private" sales with mail announcements to customers only.

**Dealer Helps.** Many manufacturers furnish them to dealers for consumer mailings. Others mail them to dealers picturing window displays, newspaper mats and consumer circulars available.

**"Merchandising" National Advertising.** To get dealers to tie up with national advertising, ads are reproduced on inside spread and mailed with letter in advance of publication dates.

**Mail Orders.** Manufacturers, publishers and dealers have found Illustrated Letters outstanding as a mail order medium.

**To Get Inquiries for Booklets and Catalogs.** Instead of sending expensive catalogs and booklets to entire list, many companies feature them in Illustrated Letters and furnish only to those indicating interest.

**Follow-up-Mailings.** Used for "change-of-pace" in series where plain letters, booklets and other types of mailings are used.

Letters with short front page and colored edge at right—or letters with colored flap at top, bottom or side.

### INTERESTING COLORS AVAILABLE

**THE BOND LETTERHEAD** side of Direct Sales Bond is white, but the coated inside spread is made in the following variety of colors to harmonize with any season, occasion or product: These interesting colors available:

White      Buff      Blue      Goldenrod  
Silver      Gold      Green      Pink      Gray

### FREE "IDEA PORTFOLIO"

To demonstrate this unique illustrated Letter paper, we have assembled a number of interesting printed specimens, together with blank samples of Direct Sales Bond in all colors. This is truly a "Portfolio of Ideas" for the creative advertising man and printer. Please write for your copy on your business letterhead.



THIS ENTIRE PAGE IS AN ADVERTISEMENT OF  
**THE APPLETON COATED PAPER CO.**  
2040 WISCONSIN AVENUE

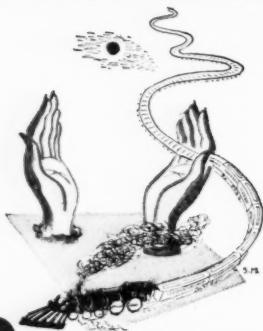
*Write for your copy of the free Idea Portfolio mentioned above.  
It will be genuinely helpful to you in planning Illustrated Letters.*

# RENTAL NAMES MAIL BUYERS

We invite inquiries from  
mail sellers who wish  
to increase profits by:

- 1 Renting lists of known mail buyers for their own use.
- 2 Renting their own lists to other non-competing mail sellers.

**D-R Special List Bureau**  
Division of  
DICKIE-RAYMOND, Inc.  
80 Broad Street      Boston



## DOUBLY HANDY

Opening through its own passage-way directly into Grand Central Terminal, the Hotel Roosevelt offers you perfect convenience on your arrival in New York . . . And because of its location at the heart of Manhattan's great mid-town section, it affords the same kind of convenience for all outside activities . . . Doubly handy and doubly enjoyable . . . Large outside rooms, with both tub and shower- \$4.50 up.

**HOTEL  
ROOSEVELT**  
BERNARD G. HINES, Managing Director  
MADISON AVE. AT 45th ST., NEW YORK  
Direct Entrance to Grand Central Terminal

## BICYCLE CAMPAIGN BUILT TO SELL

John G. Schneider of the Howard Swink Advertising Agency, 336 East Church Street, Marion, Ohio, sends *your reporter* the following authenticated document.

"Here is a brief account of a direct mail accomplishment which merits the complimentary word "unusual." In a highly competitive field, the mailing produced \$19,044.65 worth of actual cash-on-the-barrel-head orders . . . at a total cost of \$125.50.

I'm enclosing a copy of the complete mailing, also a summary of returns.

**NOTICE AN IMPORTANT TESTIMONIAL TO THE POWER OF DIRECT MAIL:** Although company salesmen had all the information and photographs of the special model *before* the mailing went out, orders written by them (73) account for only a very small percentage of the total orders (1,078). It took Direct Mail to "point up" the value, to command and hold the interest of dealers.

In addition to the full-detail mailing, a reminder post card was sent out as a follow-up. It probably accounted for the spurt in orders during the week of November 27 - December 2.

There is nothing spectacularly different about the mailing, no "shock" headline, no exceptional art work. It does follow the fundamental rules of the game.

The proposition was good, but no better than similar special promotional values offered from time to time by all manufacturers. A good buy, the special model was distinctly not a loss leader. (If a bargain basement price appeal were present, certainly the company salesmen would have come in with a great many more orders.) Included in the cost (\$125.50) is all art work, mechanical costs, printing and postage for the mailing itself and for the post card follow-up."

*Reporter's Note:* The mailing was all that a good mailing should be. It followed all of the accepted formulas. Letter was produced on a good letterhead. The one sheet circular (printed on both sides) was well illustrated and the bicycles offered were clearly and plainly described. All sales questions were asked and answered. The hidden values were clearly described.

So that you will have the whole picture we give you the copy for the letter.

Dear Mr. Robinson:

There are two ways of saying "Merry Christmas." One is just to say it, the other is to say it with a practical plan for increasing your Christmas sales and profits. We're saying it with profits.

Here's the story.

We have built exactly 1,500 "Special Christmas Model" bicycles. They're packed with extra equipment and costlier parts. They're brilliantly "de luxe" in appearance. And down under the beauty is real Shelby first line quality. The price tag reads just \$18.95, completely equipped.

...That is several dollars less than you'd expect to pay—and *would* pay at any other time. It adds from 30% to 50% to your profit margin on each sale. You can make more than your usual mark-up and still offer your customers a real bargain.

Sound good? It is good. Now, please read the enclosed description. Do some figuring, if you like. You'll have to agree that here is one grand Christmas promotional item that should be on your floor quickly, in time for the expected "best holiday

*(Continued on page 22)*

## THE DAYTON HAND TYPESETTER

Dayton Type, Inc. announces the first hand typesetter for short body type in PRINT faces. No longer is it necessary to pick out type, piece by piece, from a type tray to set multigraph composition in printer's faces. Exact set width in type from six to twelve point is taken into consideration at the type fork guide on the Model P Dayton Hand Typesetter. A wide variety of printer's type faces such as Gothic, Century, Cheltenham, Sans Serif light, Stymie, Italics, and Broadface are available as indicated in the Dayton Type specimen catalog, and new faces will be added frequently. Model M is available for Standard Typewriter faces.



The Dayton Hand Typesetter consists of an open front steel cabinet with a green morocco finish—18 inches deep, 14½ inches high, and 15¾ inches wide. This cabinet has capacity for six magazines, or banks, each holding sixty fifteen inch stainless steel channels or veins for Dayton type. This harder, heavier, high quality type will fit any multigraph machine. The cabinet permits carrying adequate stocks of characters in at least three different type faces. For instance, the first bank might contain all capital letters and symbols; the next bank the lower case letters, numerals, quads or spacers, and additional symbols. Duplicate adjoining veins in the same magazine will allow extra capacity for fast moving characters, such as vowels; and greatly increases speed in composing. Each shelf in the cabinet is protected with rubber guards to prevent scarring or defacing type. In use, either one or two magazines may be removed from the cabinet at one time, and hooked on to two steel supporting cross-bars attached to the top of the cabinet, so that the magazines hang safely in a nearly vertical position. The composing fork holds a fifteen inch steel vein with a brass "take off" attachment which permits the removal of the characters needed in sequence from the bottom of the channel in the conventional way. It holds twice as much type as the conventional composing fork, thus, again, saving considerable time.

The Dayton Hand Typesetter saves many hours in filling banks, as its capacity is from five to eight times as great as other typesetters. Being covered within the cabinet when not in use, the type is well protected from dust, dirt, and accidental injury. This typesetter provides secure storage for large quantities of type, and will pay for itself in speeding up the production of process letters, straight composition, menus, statements, and other forms.

*Write us for price and easy method of purchase*

THIS ENTIRE PAGE IS AN ADVERTISEMENT OF  
**DAYTON TYPE, INC.**  
200 Davis Ave., Dayton, Ohio

*Write us today for specimen catalog showing all typewriter and printer faces available in low-cost type*

### TYPE FOR HAND TYPESETTER

A TWO BANK MAGAZINE for one complete typeface in upper and lower case requires 240 tubes, or an investment of \$14.40. If standard boxes of 27 tubes each of the fast moving characters—such as vowels, n, r, s, t, periods, commas, and quads—are purchased, you get 540 tubes, or more than twice as much type for \$21.24.

### DAYTON TYPE

OFFERS not only all standard typewriter faces in multigraph type, but also—

#### PRINTER'S FACES:

##### SIX POINT GOTHIC CAPS

Eight and ten point Gothic

Ten and twelve point Italics

Twelve point Cheltenham wide

Eight, ten, eleven, twelve point Century School Book

Ten and twelve point Century School Book Bold

Ten point Stymie light

Twelve point Sans Serif light

### "THE BESTEST FOR THE LEASTEST"

DAYTON TYPE is packed 27 eight inch tubes of identical characters for 69¢ per box f.o.b. Dayton, O., less 10% in 50 box quantities. Assorted tubes—6¢ each. *One box of Dayton Type weighs approximately 50% more than a box of competitive type.* This means it is much more dense, harder and more durable. Free from airholes and sponginess. It means more return for scrap metal, too!

### THE NEW DAYTON TYPE FONTPAK

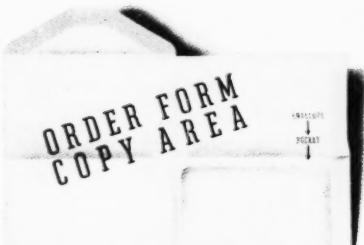
126 standard tubes of multigraph type in one package, arranged according to average frequency of character use. \$5.75 per 7½ pound carton, f.o.b. Dayton—*cash or check with order.*

### WATCH FOR DISPLAY FACE ANNOUNCEMENT

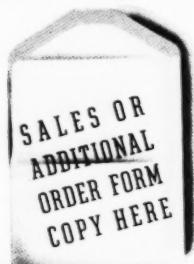
WE WILL shortly have special banks for the Dayton Hand Typesetter to hold a wide range of modern Display faces in point sizes from 18 to 36 point.

## GET PAYMENT WITH ORDERS! USE ORDER-VELOPES!

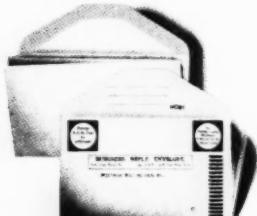
The one unit order blank and envelope with a completely formed envelope **pocket** that carries checks, money orders, currency and coins in perfect safety.



INSIDE VIEW OF ORDER-VELOPE SHOWING ORDER FORM COPY AREA AND COMPLETELY FORMED ENVELOPE POCKET.



BACK VIEW OF ORDER-VELOPE AFTER MAKING ONE FOLD.



ORDER-VELOPE COMPLETELY FOLDED, READY FOR MAILING ORDER AND REMITTANCE.

Use the new ORDER-VELOPE as an enclosure in direct mail, as an invoice or statement enclosure, as a package enclosure, as an enclosure in catalogs, books, broadsides, pamphlets, for counter distribution, and for every mail order effort that requests a return enclosure.

Write for samples and prices today!

**THE SAWDON COMPANY, Inc.**  
230 PARK AVE., NEW YORK, N. Y.  
MURRAY HILL 6-1566

## BICYCLE CAMPAIGN (Continued)

selling season since 1929." The bicycles are built and ready for immediate shipment. A handy post card order form is enclosed for your convenience.

But remember, there are just 1,500 of them. So get your order in the mail today. And Merry Christmas!"

Very truly yours,

THE SHELBY CYCLE COMPANY

WAYNE M. CARLETON

*Your reporter* received a tabulated account giving the detailed orders day by day from November 7th until December 28th . . . showing the number of bicycles ordered direct by mail and the number of bicycles ordered through the salesmen.

Here are the results:

	Total Number of Orders	Total Dollar Volume of Direct Mail Orders
Direct by Mail .....	1,005	\$19,044.65
Total Number of Orders		
by Salesmen .....	73	1,383.35
TOTAL NO. BICYCLES SOLD.....	1,078	TOTAL DOLLAR VOLUME..... \$20,428.10

Congratulations to Shelby for a job well done.

## A LETTER ABOUT GOLDFISH!

THERE MUST BE SOMETHING  
ABOUT SOUTHERN SUNSHINE—

makes a man form the happy habit of saying things a fellow likes to hear.

Just a little while back the mercury was bobbing up and down like a politician's Adam's apple. Playing tag with the zero mark like nobody's business.

Kept Gordon busy firing the old Queen Heater. And my hands so cold and stiff I thought I never would be able to write you a letter.

And then, all of a sudden, like a shipment of soothing sunshine from flowery Florida comes a letter from Mr. C. C. Baker. This gentleman conducts the Lake Worth Fish Aquarium and does a dandy business with the hotels and resorts that are famous in Florida.

Listen to what Mr. Baker says: ". . . I cannot let pass to tell you how pleased I was with the shipment of OZARK GOLDFISH this morning. They came in fine shape . . . such clean fish . . . in fact the most perfect fish I have ever received from anybody. No worms, no lice . . ."

You know, when a customer takes the time and trouble to write a letter like that it just kinder warms a fellow's heart. Better a bottle of ninety proof, even.

We felt so thawed out and warmed up we set right down and wrote you about it. Wouldn't be surprised if it warmed you up, too. And made you feel like sending an order right now.

Thank you, THANK YOU!

R. M. CRAMER  
The grateful guy with  
Ozark Fisheries, Inc.  
Stoutland, Missouri

*Reporter's Note:* We hear that brother Cramer is selling a lot of Goldfish with these letters. They violate all the formulas, but . . . exceptions are so stimulating.

On January 5th, 1940, THE REPORTER released the manuscript of the first complete Course in Direct Mail Advertising . . . to those who had subscribed "pre-publication." Since that time, we have done no promotion other than announcements in THE REPORTER. We have delayed any solicitation for orders by mail because our promotion must follow the accepted formulas. A good mail promotion must include *testimonials*. So we must wait for reactions . . . until the early subscribers have finished the Course and can tell us what they think.

Here are some of the unsolicited statements received recently . . . which we will surely use shortly in a "formula" circular.

You have done a great job on the course . . . a truly monumental one.

James M. Mosley, Mosley Selective List Service, Boston, Massachusetts

Am amazed at the completeness and clearness with which it covers the subject of Direct Mail . . . well written, orderly in arrangement, easy to understand and forceful in driving home important points. I have been engaged in Direct Mail advertising for a good many years, and feel that yours is the best all-around approach to the subject that has been published.

F. Allen Burt, Instructor, Boston University, Brookline, Massachusetts

it is more than "student" material . . . constituting an actual, factual guide to success in the planning and use of Direct Mail Advertising of every kind.

Lithographers National Ass'n, Inc. Bulletin, 295 Madison Avenue, New York, N. Y.

I have had more than my money's worth. Heartiest congratulations for having set down in black and white so much valuable information.

E. W. Kellett, Bulman Bros., Ltd., Winnipeg, Canada

is . . . remarkably free of old bromides—not a bit dull, notwithstanding its 5½ pounds . . . is full of practical psychology based upon well documented evidence . . . a real contribution to the literature of advertising.

Howard T. Horde, In charge of Courses in Advertising, University of Pennsylvania, Philadelphia, Pa.

am making the reading of your Direct Mail Course compulsory by everyone in our office handling any detail of sales efforts. I can see 1940 business at all-time peak as a result.

Frank A. Montgomery, Montgomery & Bacon, Towanda, Pa.

Never saw anything like it in my 25 years direct mail experience. You have presented direct mail so efficiently, so simply, so economically, so pleasantly.

David L. O'Sullivan, Advertising Counselor, Hollywood, California

Congratulations on the fine job. I know you will understand me when I say I have seen so many punk efforts along the lines of training in direct mail advertising that I was honestly surprised at this manual.

Claude Grizzard, Jr., Grizzard Advertising, Atlanta, Georgia

This without doubt, is the best work on advertising that has been compiled in the last ten years. It is so complete and covers the field with practical proven suggestions. Not full of mealy mouth bologna, but hard bitten proven business facts.

Jules J. Paglin, Porter's, Inc., New Orleans, Louisiana

My only hope is that somehow or other your remarkable work will be studied and treasured by every man or woman who hopes to make any kind of a success in the direct mail field.

Edward N. Mayer, Jr., James Gray, Inc., 216 East 45th Street, New York, N. Y.

It's the biggest value we've bought in many a day.

A. A. Brentano, President, Keller-Crescent Company, Evansville, Indiana

is stimulating, practical and amazingly complete, with no limit to its use.

Allen Legg, 47 Central Avenue, Hartsdale, New York

A grand job of editing and assembling material . . . words of wisdom become authoritative evidence that direct mail advertising is scientific.

C. V. Morris, J. E. Linde Paper Company, New York, N. Y.

The Course has THE SIZZLE. It is extraordinary, super-colossal, gargantuan—hell, it's good.

Brian Sando, 521 Fifth Avenue, New York, N. Y.

Most interesting thing I have run across in years. I was able to get from it just the type of information that I needed.

E. S. Colvin, The Appleton Coated Paper Company, Appleton, Wisconsin

If it were possible for anyone to absorb and ADAPT the principles so clearly presented in your remarkable course, they would undoubtedly be the world's most successful direct mail expert. But if they are only able to digest and apply one one-hundredth of what you have given them, they will be much above the average.

Jack Carr, Lutz, Florida

Note: THE REPORTER will pay the Post Office the *advertising rate* for this column . . . because we want to emphasize that The Study Course in Direct Mail Advertising is available at \$30.00 net with no special offers, discounts, inducements or inspection deals. Everyone who has reported so far thinks it worth much more than price. It's the whole story . . . all the facts. Send your order to THE REPORTER, 17 East 42nd Street, New York City.



*Morrill presents*  
A CENTENNIAL OF PROGRESS  
*specializing in*  
HALF-TONE INKS AND PROCESS COLORS

In celebration of our One Hundredth Anniversary, Morrill presents to the industry a series of specialized color books. Specific inks on specific stocks for specific presses! Solve your color and pressroom problems by referring to this particular book or the rest of the series which you may have on request. Essential qualities and characteristics of the inks are identified. Write for any of these which fit your specialty: **Morr-Gloss Label inks, Offset inks, Sil-ver Plate inks, Corrugated and Fibreboard inks, Morr-Gloss Carton inks, Cotton Bag and Burlap inks, Halftone Blacks and Process inks.**

MODERNIZE WITH MORRILL

**GEO. H. MORRILL CO.**

Division - General Printing Ink Corporation

100 SIXTH AVENUE, NEW YORK, N. Y.

Boston - Philadelphia - Chicago - Detroit - St. Louis - Fort Worth - Minneapolis - San Francisco - Los Angeles - Seattle

# THE MOST TALKED-OF PRIZE BOOK *in America...*

READ WHAT THOSE WHO  
HAVE SEEN IT SAY—



THIRD EDITION...JUST OUT

"A splendid presentation of the kind of prizes that should stimulate extra effort."

"A book that should be tremendously effective in moving sales upwards."

"One of the smartest merchandise catalogs that we have ever seen."

"Excellent! Better than the 1939, and that's something!"

"Carries plenty of food for thought in direct relation with sales-getting activities."

"Unique and different!"

"Contains some excellent ideas as well as suggestions and ideas for meetings."

## BELNAP and THOMPSON'S 1940 PUSH BOOK\*

**CONTAINS:** 80 PAGES, making available almost 2000 of the FINEST MERCHANTISE PRIZES ever gathered together—90% Nationally Advertised, with Illustrations in Black and White and FULL COLOR . . . COMPLETE "HOBBY" SECTION made Interesting with Pictures and Stories of the Hobbies of Famous People such as IRVIN S. COBB, GRANTLAND RICE, EDWARD G. ROBINSON, MAJOR LENOX R. LOHR and others—ARTICLES ON SELLING by Famous Authors, including RICHARD C. BORDEN, ELMER K. WHEELER, WM. HAZLETT UPSON—Pointed SALES CARTOONS in Color.

*Sample copy  
free*  
to companies with  
50 or more salesmen

To appreciate fully why this new type of prize book gets better results, compare it with any prize book you have ever seen. Send for a complimentary copy and complete information.

### BELNAP and THOMPSON, inc.

Creators and Producers of "Push Plans"\*\*

309 West Jackson Blvd. • Chicago

New York City Office: Graybar Building

\*Reg. U.S. Pat. Off.

### INTERESTING FOLLOW UP

FOLLOWING LETTER was well multigraphed on a letterhead measure 7 1/4" x 7 1/2", carrying street address only at top.

Lent—1940.

Dear Friend:

A few days ago I wrote you regarding the Guild of the Infant Saviour, enclosing a folder which I devised to try to interpret its work.

I wonder if you would be willing to return the folder in the enclosed special envelope as the dearth of funds this year makes it necessary to make every piece of literature do double duty, and

If you could help us to help one destitute mother and her baby at this time, I would be unendingly grateful.

Faithfully yours in Christ  
Rev. Bryan J. McEntegart, Treasurer

(The following P.S. was processed in handwriting to look like pencil) Just \$1 would mean so much to us. B. J. McE.

Reporter's Note: Good work and we hope there were lots of dollars.

### OPPORTUNITY

LAST JULY we complimented the Boys' Clubs of America, 381 Fourth Avenue, New York City for an excellent promotional booklet.

This year we again compliment Sanford Bates, J. Brackin Kirkland, and all others responsible for the second booklet in their series. Thirty-two pages and cover, size 8 1/2" x 11", titled "Opportunity."

It is an interesting pictorial story of the work of the Boys' Clubs of America. The title page bears this dramatic copy:—"A Boy! A person who is going to carry on what you have started. He is to sit right where you are sitting, and attend to things which you think so important, when you are gone. You may adopt all the policies you please but how they will be carried out depends upon him. Even if you make leagues and treaties, he will have to manage them. He will take your seat in Congress, assume control of your Cities, States and Empires. He is going to move in and take over your Churches, Schools, Universities, Corporations, Councils and Prisons. All your work is going to be judged and praised and condemned by him. The future and destiny of humanity are in his hands, so it might be well to pay him a little attention now.

(Anonymous)

THE REPORTER

## DANGER IN FORM LETTERS

AN INSURANCE AGENT in a small town sent *your reporter* a mimeographed form letter received from the Home Office of one of the companies he represents. His name was filled-in very poorly on the letter; likewise the amount "due." Here is a copy:

Dear Sir:—

This is just to call your attention to the fact that your account for the month noted at the foot of this letter will be due on the first of the coming month.

We must request your remittance on or before that date so that the item will not become past due.

We are compelled to insist upon prompt remittances. If an agent extends credit he does so at his own risk. If you are unable to collect a premium do not write us but return the policy. It is the only solution unless you wish to personally pay the premium.

An account unpaid when due only leads to an unpleasant situation which we constantly try to avoid. However, if such situations are to be avoided we must have your cooperation.

### *Reporters Note*

The facts about the case were that the account in question had been paid promptly several days before due, and several months before the form letter was mailed. In fact, this particular agent had never been behind in any payment. After an irate letter from the agent, the company apologized.

That's the danger of form letters. Form letters in the hands of incompetent or careless people in the office can hurt your business.

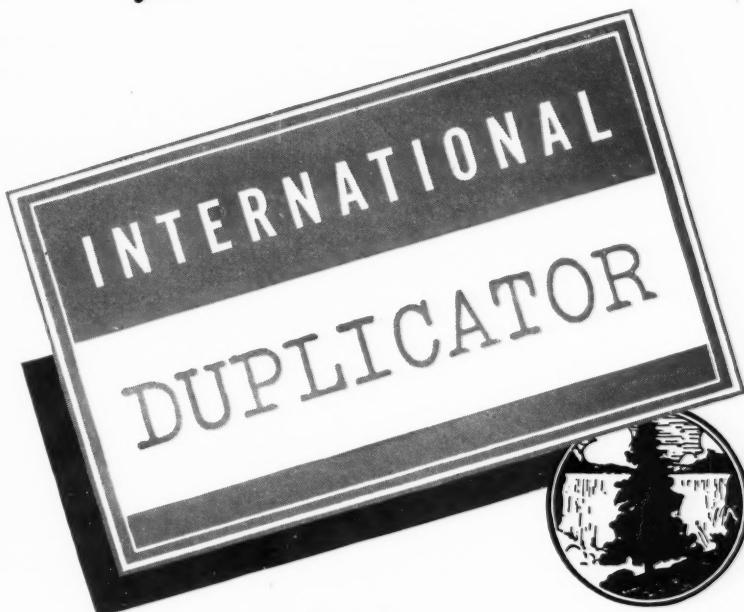
## LEGS IN RELIEF

BERNARD STENZ of Simplex Textured Reproductions, 225 Varick Street, New York City, submits to *your reporter* a new idea in those highly embossed life-like textured reproductions which we have mentioned before in connection with collars, shirts, ties, men's socks, etc.

This time Bernard shows us a double post card mailing piece designed for the dealers of Mojud hosiery for women. There are five new shades of Mojud hosiery reproduced by this highly embossed process. The stockings are encased in legs . . . and the samples stick out from the paper in an intriguing sort of way. There is an almost irresistible urge to . . . you guessed it.

## THE REPORTER

# Bright white



# and Economical

You can prove for yourself that INTERNATIONAL DUPLICATOR PAPER has unusual strength in addition to its characteristic bright white (and seven colors); that for gelatin and liquid duplicating work its specially developed surface produces a maximum number of clean, legible copies. Economical in use, too.

Send for free test package

Address Sales Dept. A

**INTERNATIONAL PAPER COMPANY**

220 East 42nd St., New York, N. Y.  
BOSTON . . . CHICAGO . . . CLEVELAND

**AN INTERNATIONAL PAPER VALUE**

Made by the Makers of: ADIRONDACK BOND & LEDGER · INTERNATIONAL MIMEO-SCRIPT · INTERNATIONAL DUPLICATOR · BEESWING MANIFOLD · TICONDEROGA BOOK · TICONDEROGA TEXT · INTERNATIONAL TI-OFAKE · CHAMPLAIN BOOK SARATOGA BOOK · SARATOGA COVER · LEXINGTON OFFSET



BETTER GET AN  
*Auto-typist*

IF YOU WANT RESULTS

Send for Descriptive Material

**American Automatic Typewriter Co.**

614 No. Carpenter St. 320 Broadway  
CHICAGO, ILLINOIS NEW YORK CITY

"Letters as individual as your finger print"

**FREE BULLETIN**  
ready to be sent to YOU . . .

**"Some Ace Selective  
Lists of Mail Buyers"**

This condensed Bulletin, just released, outlines high-spot details and rates on **SELE-  
CTIVE MAIL BUYER LISTS** which are pulling extra well **NOW!** These are a few of over 2200 **MOSELY** lists available for **YOUR** profitable one-time rental addressing.

WRITE FOR BULLETIN today, on your stationery, with details of **YOUR** List-Use Problem to Dept. R-2.

**MOSELY SELECTIVE LIST SERVICE**

Mail Order Headquarters  
230 CONGRESS STREET  
BOSTON

**"MOSELY has the LISTS"**  
for Mass Mail Sellers

## FUN IN BUSINESS

Chet Sloane of Parents' Magazine, New York, writes:

Advertising in general is a dead serious business. The direct mail end of it is, in some respects at least almost an exact science. It's refreshing, therefore, to learn every once in a while that even the busiest advertising people can drop the mantle of seriousness and scientific exactitude and take time out for a hearty giggle.

He sends *your reporter* sample of a Valentine mailing issued by Parents' Magazine to advertising prospects. Inside page is in form of a heart with a lace background and the advertising message is a poem.

Chet says that the response was gratifying but that the best orchid came from Isabel Moses Greer of the Dan B. Miner Company, Los Angeles, California, who wrote to the Advertising Director of Parents' Magazine, as follows:

Dear Mr. Leininger:

In monotonous procession, day on day and year on year,  
Come those publication broadsides with statistics dry and drear,  
By ten-thirty every morning my waste basket's brimming o'er  
And the fruit of many labors lies unread upon the floor.  
But on February fourteenth I received a missive white  
With a heart and cupid on it and (surprise!) my name spelled right!  
And within, all framed in lace, there was a selling talk in rhyme,  
Proof conclusive that mag. broadsides needn't be dull ALL the time.  
So congratulations to you for the best piece that I've seen,  
(I wish this was a double-spread for

PARENTS' MAGAZINE)

(signed) ISABEL MOSES GREER



**Profit  
With  
Vari-  
Typer**

1. **SAVE MONEY** ~ ~ ~ by eliminating costly type setting for bulletins, folders, house organs, forms, etc.
2. **MAKE MONEY** ~ ~ ~ by preparing needed sales material (formerly prohibitive in cost) in your own office.
3. **IMPROVE APPEARANCE** ~ ~ ~ of your forms and bulletins by using Vari-Typer faces.
4. **SAVE TIME** ~ ~ ~ by being able to get immediate action on type composition right in your own office.
5. **INCREASE PRODUCTIVITY** ~ ~ ~ of your own typist who can type write your message into attractive form ready for reproduction.

This advertisement composed on Vari-Typer

Thousands of organizations are now using the Vari-Typer. Thirty-five departments of the Federal Government use Vari-Tyters for statistical and informative releases . . . with thousands of dollars saving. Many Financial Houses are using Vari-Typer. Educational Institutions use it for text composition. Insurance and Transportation Companies, as well as Public Utilities use it to prepare rate schedules. Publishers, Retail Stores and Manufacturing concerns use Vari-Typer to save money, composing type for millions

of dollars worth of required printing. The Celluloid Corporation of America has saved thousands of dollars on the composition and production of inter-company forms and sales manuals. The Oregon Mutual Life Insurance Company saved 33-1/3% on their rate books. The City of Schenectady save 50% on forms and reports. The Sinclair Refining Company says: "Vari-Typer is an important unit in our office, saving time, composition and cost." Investigate the savings possible in YOUR BUSINESS. Absolutely no obligation.



RALPH C. COXHEAD CORPORATION, 333 Sixth Avenue, New York, N.Y.  
Please send, without obligation now or later, your new portfolio "How You Can Profit by Using the Vari-Typer," including specimens that demonstrate its advantages.

NAME \_\_\_\_\_ POSITION \_\_\_\_\_

ATTACH COUPON ABOVE TO YOUR BUSINESS LETTERHEAD AND MAIL TODAY. --- NO OBLIGATION

# Beauty tames the beast

(of business detail)

## ABOUT ANSWERING INQUIRIES

SAD TO REPORT . . . things are not getting any better. It seems like a hopeless crusade but *The Reporter* will keep hammering at it.

George Gaw recently visited the Direct Mail center and showed *your reporter* some recent tests of the Direct Mail Research Institute, 152 East Superior Street, Chicago, Illinois. We have seen the results of some of their previous surveys and this one which was completed on February 5th, shows no marked change.

The advertisements of several hundred advertisers were answered, sixty days prior to February 5th. They were answered by a number of different people. Although records were kept of the time period between inquiry and answer, we will confine this report to a listing of the percentages, which answered with one or more follow ups.

45% had no follow up after the first answer. Of the 55% who had follow ups, here is what the record shows:

30.2%	of Total	had 1	Follow-up
10.3%	"	"	2 "
4.9%	"	"	3 "
3.4%	"	"	4 "
2.4%	"	"	5 "
.6%	"	"	6 "
1.4%	"	"	7 "
.8%	"	"	8 "
.4%	"	"	9 "
.2%	"	"	11 "
.2%	"	"	15 "

## DRAMATIZING COSTS

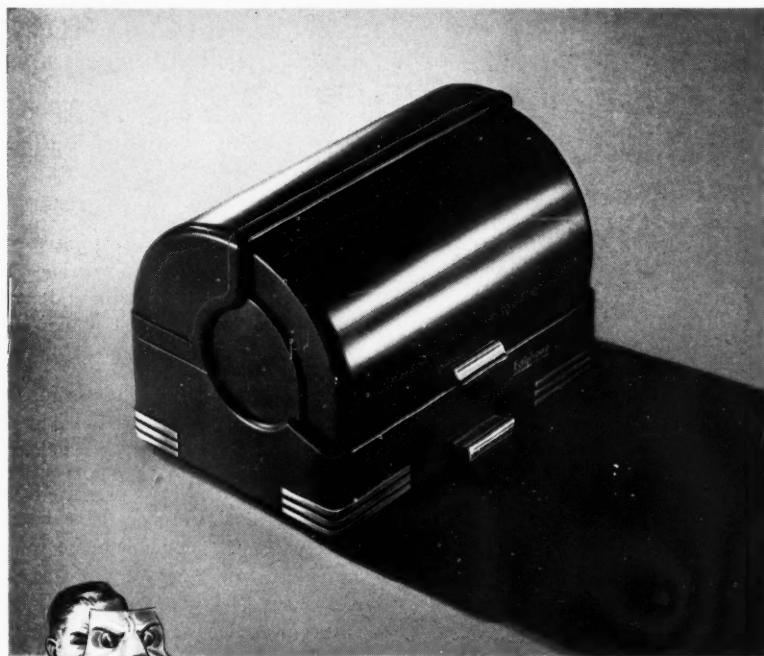
ASHTON B. COLLINS, Reddy Kilowatt Service, Birmingham, Alabama used a dramatic method of emphasizing the cost of an advertising program designed for public utility companies, which is now being participated in by more than 120 representative companies.

Mr. Collins sent out a broadside entitled "The Worker with a Thousand Jobs." He explains the advertising and publicity needs of the public utility industry. On the inside spread . . . after describing the "Reddy Kilowatt Program" he gets down to the title "What Does It Cost?"

Under that title he pasted an actual 1c government postage stamp, including it as part of the answer, which reads: "A (1c stamp) per customer."

No chance of anyone misunderstanding that explanation.

## THE REPORTER



Does work stick on your desk like fly-paper? Do details buzz, buzz around your head? Turn all your troubles over to this handsome new desk Ediphone. Compact as a box of cigars . . . and completely enclosed!



... on your desk . . . or at your desk

It's fun to see how this "business valet" sweeps everything off your desk. Notes, letters, memoranda, reports and instructions don't pile up. Just talk your work away . . . that's Ediphone Voice Writing.

Choose from two newly designed Ediphones—the "streamlined" cabinet type that takes up only a square foot of floor-space, or the 8 1/2" x 11" Ediphone for your desk. Try one yourself. No strings attached. Write Dept. R2, Thomas A. Edison, Inc., West Orange, N. J. In Canada, Thomas A. Edison of Canada, Ltd., 610 Bay Street, Toronto.

SAY IT TO THE

**Ediphone**  
EDISON VOICEWRITER

## THE VALUE OF FORMULAS

**LABELS SAY:**

**GIVE BUY GET GO NOW**

**5000 for \$3.00**

**YOUR OWN COPY AND ARRANGEMENT**

**Size 2" x 1 1/4"**

**WHITE GUMMED STOCK**

**BRIGHT RED OR BLUE INK**

**PERFORATED Ever Ready ROLLS**

**do LISTEN**

**CLIP THIS COUPON FOR OUR CATALOG**

**Ever Ready LABEL Corporation**

158 EAST 26th STREET, NEW YORK, N.Y.

**"Let a LABEL do it!"**

EVER READY LABEL CORP., 158 EAST 26th ST., N.Y.C.

Gentlemen:

Please send the EVER READY CATALOG-FREE!

Name \_\_\_\_\_ Title \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City and State \_\_\_\_\_



Your reporter journeyed to Worcester on February 14th to talk before the Advertising Club. In the morning hours before the meeting he scurried around Worcester trying to find some examples of ineffective Direct Mail which could be used in illustrating the "facts of life" formulas. One Worcester business man allowed a flop case of his to be used for the purpose. Because of his kindness we will not mention his name here.

A mailing to 1750 names. Only two inquiries. No orders resulting—although the original mailing was a straight appeal for orders. Analyzing the reason for the flop was an easy job. The format was correct (that is, a letter, folder, order form and return envelope), but when we compared the copy in the letter and the folder with the accepted Frank Egner formula . . . everything was haywire.

The Egner formula is as follows: 1. Headline to evoke desire as well as get attention; 2. Inspirational lead-in; 3. Definition of product; 4. Success story; 5. Testimonials and endorsements; 6. Special feature; 7. Statement of value; 8. Action closer; 9. P.S. rephrasing headline.

In this Worcester letter which was a flop there was no heading on letter and the heading on the folder was "selfish." There was no inspirational lead-in; product was described at great length; there was no special features and *no testimonials*. There was no P.S. on the letter. On the folder the copy writer had forgotten the 8th essential element . . . *he had forgotten to ask for an order*.

Some people claim that formulas are no good, but you will find that they are worth-while if you will apply them to some of your cases which have flopped.

## S M A R T S E L L I N G

Here is an interesting report received in a letter from Milton M. Gair of Gair's (men's store) Redlands, California. Although some of the report is slightly complimentary to *The Reporter* we will publish "the works."

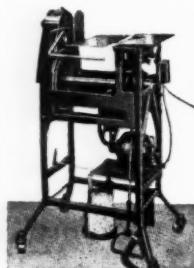
Does the *Reporter* command a management reader interest?

Last month's *Reporter* made mention of a little direct-by-mail folder of our own creation we used last Valentine's Day. We thought it would interest you to know that we have had to date about fifty letters from your readers asking for specimens. Our supply is completely exhausted and we are sorry to be compelled to turn them all down. The point that should be of special interest to you is that about fifty percent of the letters came from advertising agencies and the balance from advertisers themselves. This certainly is a compliment to the type of reader interest you have created. We feel it a pleasant trade courtesy to have the chance to pass this on to you.

Because of a most unusual reaction to a copyrighted birthday idea of ours we thought maybe it might interest you. This idea is very flexible and could be adapted to almost any type of retailing . . . men's, women's, and children too. As long as curiosity is a fundamental human impulse this will work. We have used it some ten years and it is by far the most valuable advertising force we have ever had . . . both institutionally and for direct selling results too. The pajama card is very effective but of course we can't expect it to pull like the birthday card. We have over two thousand birthdays and they are very easily picked up. The pajama card is mailed whenever a news item tells of a coming business trip . . . also to grooms-to-be. The blotter idea is very easy to use . . . we watch the papers and cut out the pictures of citizens

### Tie Your Mail on the Bunn Package Tying Machine

- Ties 20 to 30 Packages per minute.
- Ties all sizes tightly—no adjustments.
- Equals four hand tie-ers.
- Meets Postal Regulations.
- Makes a single wrap long way, double wrap the short way, crossing twine underneath package.



Write  
For Our  
Free Trial  
Offer

**B. H. BUNN CO.**  
7607 VINCENNES AVENUE  
CHICAGO, ILL.

**THE REPORTER**

in this trade territory. We cover our general mailing list about every three weeks and now we can truthfully say that about one third of our business is from towns other than Redlands. We are positive that direct-by-mail has had a definite part in this.

**Reporter's Note:** The pajama card is a simple processed job on a government post card. Cartoon of man riding an airplane. Only 11 lines of copy . . . and it strikes a responsive chord because prospect immediately wonders how they knew he was taking a trip. Heading is—"For your trip."

The birthday card has an owl sitting on a post, and the individual name is filled in with typewriter on the name plate under the owl. The owl is saying—"Whoooo Whoo Who has a Birthday on" and the date is filled in. Only 12 lines of copy, listing gifts suitable for his birthday.

The blotter is headed "Congratulations—we were very pleased to see you in print." Then 7 short lines of copy. The picture is pasted within the printed border. That is smart selling for small town tie-up.

Another stunt of Milton Gair's is a little yellow slip measuring 5½" x 2½". It is furnished to all employees of the Gair Store, and they are asked to attach this slip on all their personal checks. It is also used by the store itself in paying bills. The copy reads as follows:

I'm Glad to Pay you . . . Here's my Check. I want you to know I have enjoyed doing business with you because you gave me honest value. And I know you will enjoy doing business with us. Our apparel is standard quality, made by manufacturers proud enough of their product to insist their names are on it and who have never exploited their employees "to get the prices down." The institution I represent is locally-owned so the profits from every transaction you give us will remain in Redlands to help make your home town a better place in which to live.

#### COLLECTION LETTERS

IF YOU WOULD LIKE TO GET A GOOD BOOKLET on collection letters, try to get a copy of the 20 page, 6" x 9" booklet published in February by Millers National Insurance Company, Chicago, Illinois. It is the result of a nation wide collection letter contest. It is, of course, about insurance, but most of the material has possibilities for adaptation. Contest and booklet was based on the premise that writing good collection letters is an art that the local agent has to master if he is to reach top rungs on the ladder of success in the insurance business.

Here is the Collection Letter Check List which was arranged by the judges and we pass this list along to the readers of *The Reporter*. That check list applies to every business.

1. Does the letter retain the good will of your customer?
2. Does it emphasize the "you" rather than the "I" or "we" angle?
3. Does it have the appeal likely to induce your customer to pay?
4. Is the letter well constructed, free from hackneyed business expressions, interesting, and easy to understand?
5. Does it clearly explain your credit terms?
6. Does it state specifically what action is necessary?
7. Does it have a sufficiently persuasive "hook" to insure immediate action?

#### TRAINING SALESPEOPLE

RALPH SNOW, Advertising Manager of Davenport Hosiery Mills, Inc., Chattanooga, Tennessee, manufacturers of Humming Bird Hosiery, deserves another Gold Palm (or something) for his recent booklet 5½ x 7¾, 16 pages and cover, entitled "What you can say after you've said they're lovely".

The booklet is for the salespeople in the stores which handle Humming Bird Hosiery. It's designed to let the salespeople in on "our secrets" of the hidden values in Humming Bird.

Each hidden value (or sizzle sales point) is enclosed in a framed box. One to a page. The explanation is written in conversational sales girl language. Ralph's Advertising Department even tries its hand at giving the girls examples of good selling talks for each hidden value.

After nine pages of these painless explanations, the booklet goes into an "information please" session. The girl-clerk-readers are asked to test their memory and their knowledge. They are asked not to peek at the answers on the last page. They are given ten questions in LOOK style. That is,—to check which of four possible answers is right.

As the final shot, the booklet states that there is one hidden error in these descriptions of Hidden Values. It asks the reader to give the word and the page number of the error.

Good Work!

#### THE REPORTER

## Direct-Mail Address Costs Cut In Half!

Now you can afford (if you are a large mailer) to use an addressing machine instead of a typewriter on any mailing list addressed *more than once*. This is revolutionary, because heretofore names have had to be addressed at least four times before it was worthwhile to make address plates for them.

Send for circular, "Elliott Starts Addressing Revolution!" Learn how a 3-time addressing on a list of 100,000 names will pay for *both* the Address Cards and the Addressing Machine. And with this new Elliott system you will have no filing cabinets or trays to buy.

**Elliott**  
Addressing Machine Company  
127 Albany St. Cambridge, Mass.

Where Else Can You Buy  
**LETTERHEADS** Like this  
for as low as \$10 a Thousand!



Send us a sample of your present letterhead and let us quote our MASS PRODUCTION price for QUALITY work on any quantity in which you buy. Our Letterhead Clinic will re-design your old letterhead, if you wish, and submit sketches absolutely free and without obligation, together with our quotation.

**Universal Lithographing Co.**  
Dept. 22  
4311 Diversey Ave. Chicago, Ill.

## CLASSIFIED ADS

Rates, 50c a line—minimum space, 3 lines. Help and Situation Wanted Ads—25c per line—minimum space 4 lines.

### ADVERTISING AGENCIES

Your agents, mail order advertisement inserted all newspapers, magazines at publishers' rates. Martin Advertising Agency, 171P Madison Avenue, New York.

### D. M. COUNSELING

Hard-hitting, money-making Advertising and Sales Letters. Also Folders, etc. You'll like our work and prices. Advertisers' Studio, 909 17th, Denver, Colo.

### EQUIPMENT

SAVE HALF on Mimeographs, Multigraphs, Typewriters. Write for list of other bargains. Pruitt, 69 Pruitt Bldg., Chicago.

### EQUIPMENT FOR SALE

MULTIGRAPHES, MIMEOGRAPHES Fold. Machines and Attach.—Sold, Bought, Traded-In and Rebuilt. Also full line of Ribbons, Inks, and Re-Manufacturing. Chicago Ink Ribbon Co., 19 S. Wells, Chicago.

### HOUSE MAGAZINES

500 TWO COLOR House Organs \$10.00; 1M, \$15.00. Brings new customers, develops present accounts. Free cut and copy service. Your ad on front cover. Proven results. Get samples. CRIER PUBL., 1840 E. 87th St., Cleveland, Ohio.

### LETTERHEADS

MY ANALYSIS puts individuality in your letterhead. Mail yours with two dollars to Fred Scheff, Author "Letterhead Design and Manufacture," 68 Nassau Street, New York.

### MAIL ORDER

MAIL ORDER EXPERT—(Free Lance)—I create letters, catalogs, ads that SELL! Long experience country's largest mail order firms. Proven ability increase mail sales. Moderate fees. Located New York but available anywhere. Box 202, Reporter, 17 E. 42nd St., N. Y. C.

### MAILING LISTS

SELL to these New Englanders with real buying power: 12,500 Garden Lovers; 10,000 Country Estate Residents; 20,000 Suburban Families; 21,000 Wealthy Socialites; 29,000 Known Givers to Charity. One client got \$1,900 back from campaign costing \$225. Ask for Bulletin. F.R. PUBLICITY SERVICE BUREAU (Est. 1915), 69 Newbury St., Boston, Mass.

## Professional Mailing Lists

Do you circularize Physicians, Dentists, Druggists, Osteopaths, etc.? We have complete mailing lists covering these groups and allied Professions. Our lists are on stencils—the service of addressing your envelopes can be bought for as little as \$2.00 per thousand.

- 100% Accuracy Guarantee
- 72-Hour Service
- Clean Address Imprints

Fisher-Stevens Service, Inc.  
183 Varick St. New York, N. Y.

### MAILING LIST

Write for LIST CATALOG—6270 Classifications. A complete Direct Mail Advertising service. Lists, form letters, addressing, folding, etc. TRADE CIRCULAR ADVERTISING COMPANY, 27 So. Market St., Chicago, Ill. Fra. 1182.

### MISCELLANEOUS

SAVE ON SALES LETTERS—by using Laurel Process! No type! No cuts! Perfect for all sorts Illustrated Advertising and Promotional Material, Booklets, Bulletins, Diagrams, House Organs, Testimonials, etc. Any size. 500 Copies (8½ x 11") \$2.63; add'l 100s 22c. Informative Manual free. LAUREL PROCESS, 480 Canal St., N.Y.C.

### MULTIGRAPHING SUPPLIES

RIBBONS, INKS & SUPPLIES for use on the Multigraph. Used ribbons Re-Manufactured. Multigraphs and Mimeographs Sold, Traded-In and Rebuilt. Chicago Ink Ribbon Co., 19 S. Wells St., Chicago, Ill.

### SITUATION WANTED

YOU MAY PROFIT from the services of this 26-year-old direct mail copywriter-lay-out man. Anxious to benefit progressive organization, Metropolitan New York. Plus values you'll receive, include: Thorough seasoning in sales letter writing; list buying; folder layouts; campaign directing; keeping cost analyses; production; research; ability create sales themes. Now employed—Assistant to sales manager, National Publication—since 1938. Experience record also covers 4 years advertising agency; 2 years sales promotion. Frankly admit I've still much to learn but can deliver the goods to you. Salary, \$2,000 annually. Box 201, *The Reporter*, 17 East 42nd St., New York.

### WORK WANTED

PUBLIC Stenographer, Manuscripts, Legal Work. Office hours: Saturdays only 9 to 3 P.M. M. Lawrence, 5 Maiden Lane, N. Y. C. Re. 2-0248.

## FOR ADVERTISING EXECUTIVES

IT MAY BE OLD, but *your reporter* had never seen it before he was asked to be one of the judges for a contest conducted by the Holyoke Card and Paper Company. A contest for good booklets. The booklet which intrigued us, entitled "Advertising Executive's Desk Book" is issued by the Shakespeare Products Company, 417 North Pitcher Street, Kalamazoo, Michigan as an advertisement for Flex-O-Coil Binding. The handy 6" x 9" Desk Book is a collection of forms for use by an advertising man. There is a form to help in making up an advertising appropriation; a budget control sheet, listing all the various media and the months. There are forms to jot down ideas for use in various months. There is a good map for marking off territories. A sales chart; insertion schedules; renewal records and several forms for keeping track of Direct Mail lists, mailings and results. One page is headed "Cooling-Off Spot for Hot Ideas."

Best booklet on the subject we have ever seen, and our congratulations to the Shakespeare Products Company, even though our congratulations may be late.

## THREE GOOD BOOKLETS

CONGRATULATIONS TO THE FOLLOWING—The Dayton Rubber Manufacturing Company of Dayton, Ohio, for its Thirty-Fourth Annual Report for the year ended October 31, 1939. Another excellent example of how industry is modernizing its contacts with stockholders and employees. The Dayton Report is beautiful to look at . . . and is excellent in typography, photography and copy. It sounds a new note in combining modernness and dignity.

Congratulations also (and for a second time) to Rohe Walter of The Flintkote Company, 50 West 50th Street, New York City, who in his 1939 Stockholders Report betters the example he set for himself last year. It's a clean-cut, attractive and interesting exposition of the history and operations of the company.

Congratulations also to the George H. Morrill Company, 100 Sixth Avenue, New York City, commemorating the One Hundredth Anniversary of the founding of the Morrill Organization at Andover, Massachusetts. It's beautifully printed in gold and brown and plastic bound. It must be seen to be appreciated.

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